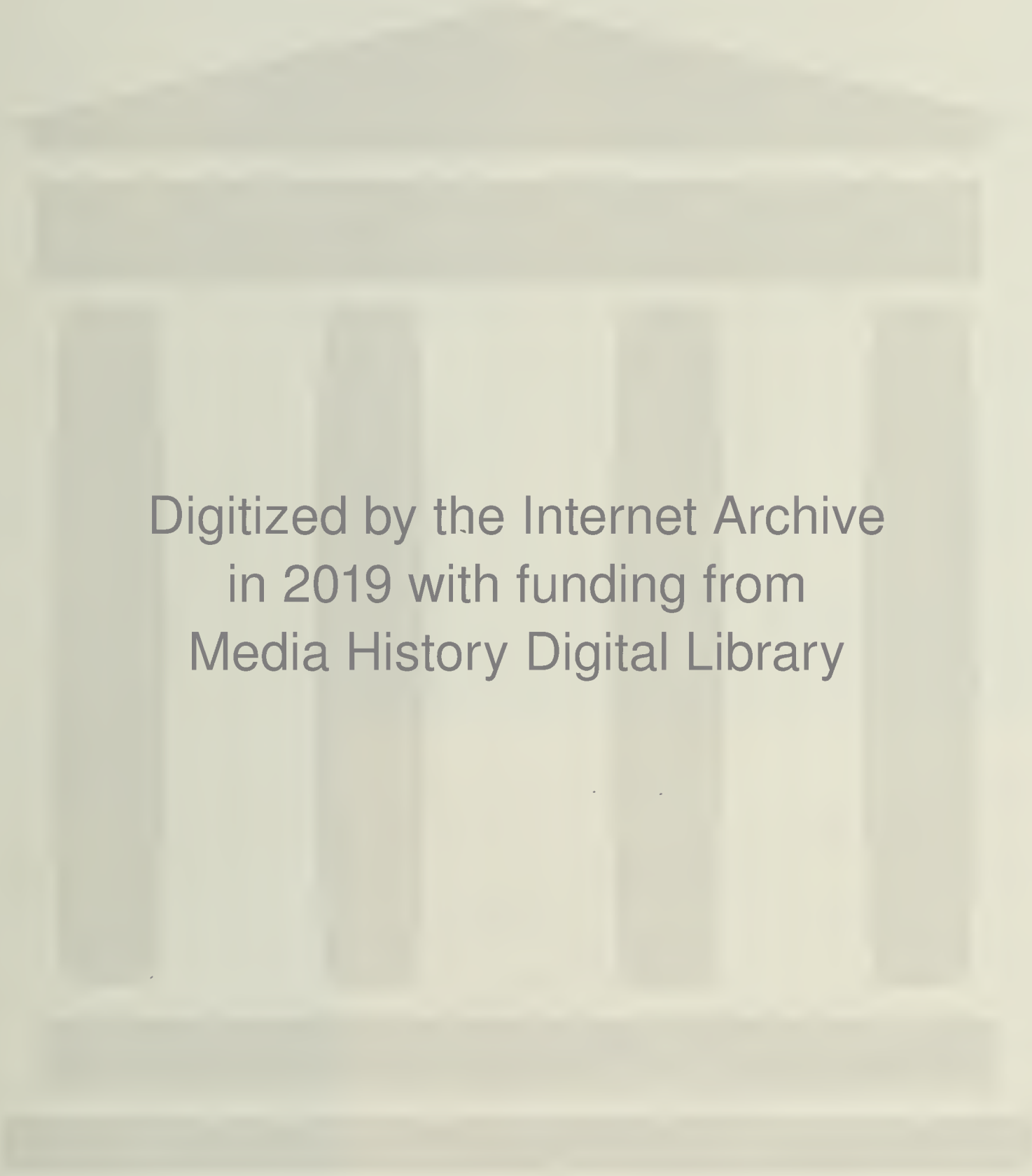


Both volumes (LFA)

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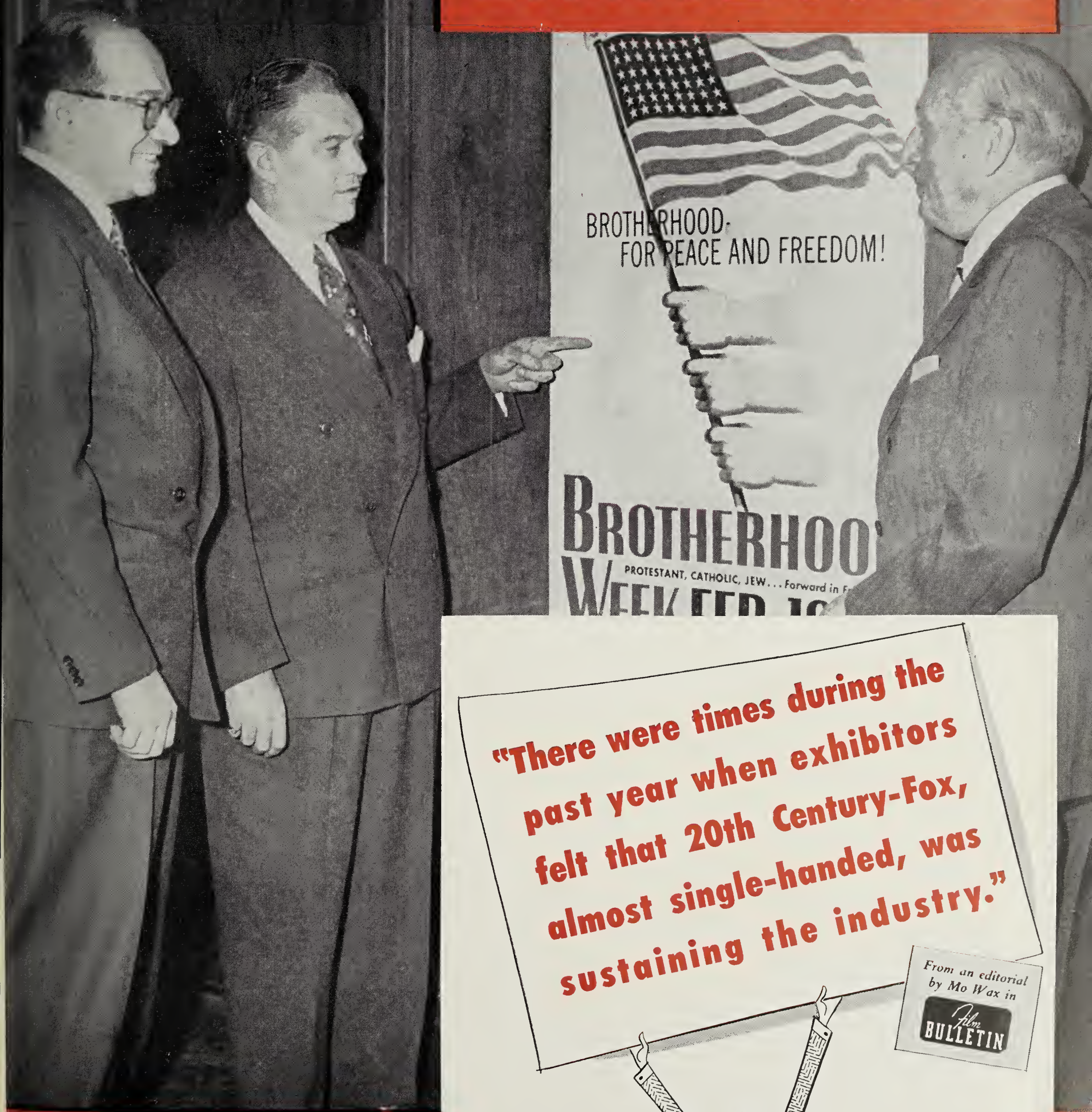
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EXHIBITOR



"There were times during the past year when exhibitors felt that 20th Century-Fox, almost single-handed, was sustaining the industry."

From an editorial
by Mo Wax in

Film
BULLETIN

and in 1951

There'll Be No Business Like 20 Business!

20
CENTURY-FOX

Volume 45 Number 14
Two Sections; Section One

FEBRUARY 7, 1951

REGISTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
OFFICE AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS

Featuring **PHYSICAL THEATRE**

**"3 GUYS NAMED MIKE"
PREVIEW RATING TOPS
"KING SOL'S MINES"! WOW**



THIS IS WHY M-G-M TRADE-SHOWS "3 GUYS NAMED MIKE" IN THEATRES!

M-G-M has something the public wants!

PREVIEWED at Loew's 72nd Street Theatre, N. Y.,

A typical neighborhood house,

IT won the fans with its novelty and fun!

IT gave the folks something fresh and new!

IT has four fan-adored stars!

IT'S got youth and sparkle and romance!

IN the Film Research Surveys audience poll

MORE people voted "Will recommend it to friends"

THAN even for mighty "King Solomon's Mines"!

SEE IT WITH AUDIENCES!

TAKE A TIP FROM
JANE WYMAN



"Oh Mister Exhibitor! Please be sure to attend your TRADE SHOW of THREE GUYS NAMED MIKE' in it's Special Preview. When you hear spond you'll know this is he folks are hungry for that of a small-town girl irline stewardess. We take nes, up in the sky and down u'll meet my three guys: Van Johnson Howard Keel Barry Sullivan."

EXHIBITOR
Vol 45

FEB 7, 1951 - May 2, 1951

ALL EDITIONS



You'll like every Mike of them!"

<u>CITY</u>	<u>THEATRE</u>	<u>ADDRESS</u>	<u>TIME</u>	<u>DATE</u>
ALBANY	Palace	19 Clinton Avenue	8:30 P.M.	2/13
ATLANTA	Loew's Grand	157 Peachtree Street	8:00 P.M.	2/7
BOSTON	Loew's State	205 Massachusetts Avenue	8:45 P.M.	2/9
BUFFALO	Buffalo	646 Main Street	8:45 P.M.	2/12
CINCINNATI	RKO Grand	Vine and Opera Place	8:30 P.M.	2/7
CLEVELAND	Loew's State	1515 Euclid Avenue	8:45 P.M.	2/7
DALLAS	Palace	1625 Elm Street	6:00 P.M.	2/7
DES MOINES	Paramount	509 Grand Avenue	8:30 P.M.	2/7
INDIANAPOLIS	Loew's	35 North Pennsylvania Street	8:45 P.M.	2/12
KANSAS CITY	Loew's Midland	1228 Main Street	8:45 P.M.	2/7
MEMPHIS	Loew's State	152 South Main Street	8:45 P.M.	2/12
NEW HAVEN	Loew's-Poli College	90 College Street	8:45 P.M.	2/12
NEW ORLEANS	Loew's State	1108 Canal Street	8:45 P.M.	2/12
OKLAHOMA CITY	Midwest	16 North Harvey Street	8:30 P.M.	2/7
PITTSBURGH	Loew's Penn	Sixth Street and Penn Avenue	8:15 P.M.	2/7
PORTLAND	United Artists	739 Southwest Washington	8:30 P.M.	2/12
ST. LOUIS	Loew's State	715 Washington Avenue	8:45 P.M.	2/7
SAN FRANCISCO	Loew's Warfield	982 Market Street	8:45 P.M.	2/7
SEATTLE	Music Hall	Seventh and Olive Way	8:30 P.M.	2/5
WASHINGTON	Loew's Palace	1306 F. Street, Northwest	8:45 P.M.	2/12

(Previously Tradeshown—Charlotte, Chicago, Denver, Detroit, Los Angeles, Milwaukee, Minneapolis, New York-New Jersey, Omaha, Philadelphia, Salt Lake City)

BROTHERHOOD WEEK, FEB. 18-25
To Promote Brotherhood All Year!

Emotion swept them like a tidal wave!



She snares the man her best friend loves
...with kiss...with cunning...with claw!

LIZABETH SCOTT
JANE GREER • DENNIS O'KEEFE

in

The Company She Keeps



Produced by JOHN HOUSEMAN • Directed by JOHN CROMWELL

Story and Screenplay by KETTI FRINGS



NATIONALLY ADVERTISED with full page ads to the multi-million readers of the
four big weeklies... LIFE, LOOK, SATURDAY EVENING POST and COLLIER'S.



"LIAISON OFFICERS" are something new at an eastern house. Four youngsters at Saturday morning shows help take children across the street after the performance, aid in keeping order, and advise the management on programming.

★

SOMETHING new in distribution drives occurred when a member of an exchange staff arranged for one to be held while he was away on his honeymoon.

★

A THEATRE CASHIER in an eastern city now has seen everything. A boy and girl approached the boxoffice. The lad tossed a quarter into the air, and called "Heads". Heads it was, and the girl paid for the two tickets.

★

SOME THEATRES are now beginning to advertise: "See this film on our 75,000 inch screen", which is probably an answer to TV dealers advertising: "Have a movie theatre in your own home."

★

A NEW audience reaction gauge has made its appearance. A candy company is featuring a "spotlight" assortment of chocolates for use in theatres. When the hinged cover on the candy box is raised, a flashlight goes on, allowing the eater to determine what he wants. Presumably, lights flashing all over the theatre at the same time will mean that the picture is boring, and that eating candy is the best way to pass time away. If few lights are on, it is proof the film is so interesting there's no time to eat.

★

SUPPORT "Brotherhood Week", Feb. 18-25.

—H. M. M.

I N D E X

VOL. 45, No. 14

FEBRUARY 7, 1951

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THE COVER PHOTO

Pictured in New York City as they recently met to plan industry participation in "Brotherhood Week," Feb. 18-25, are Max E. Youngstein, left, Paramount advertising-publicity head and national chairman of advertising and publicity, motion picture division, National Conference of Christians and Jews; Charles M. Reagan, center, MGM sales executive and chairman, NCCJ motion picture division, and J. Robert Rubin, MGM counsel and chairman, NCCJ amusement division.

EXHIBITOR*

VOL. 45, No. 14



FEBRUARY 7, 1951

"Brotherhood Week"

SINCE THIS is the 23rd year in which the National Conference of Christians and Jews has been functioning, it is to be expected that "Brotherhood Week" will again enlist the support of all segments of the industry. It is interesting to note that this year the trade's effort seems to be greater than ever before.

PERHAPS this is because we are more conscious than ever of the important part our industry can play in furthering "Brotherhood Week," to rededicate the American people to the principle that all men are created equal, a principle which stems from the Judeo-Christian belief in the Brotherhood of Man under the Fatherhood of God.

DURING Feb. 18-25, then, it is to be expected that most theatres will enlist their services to further this cause. In addition to the national drive, of which Eric A. Johnston is national chairman, the amusements division is headed nationally by such industrvites as J. Robert Rubin, Charles M. Reagan, Henderson M. Richey, Max E. Youngstein, Jerry Pickman, Ben Kalmenson, Trueman Rembusch, Gael Sullivan, Marc Wolf, William J. German, Edmund Reek, and others.

IN addition to the financial goal of \$3,542,475, every dollar of which is used to help the national council expand its important work in the educational systems of the nation, in religious organizations, in industry, and with the armed forces, "Brotherhood Week" offers theatres the chance to emphasize their places as important focal points in the community.

AS THE brochure issued in connection with "Brotherhood Week" so aptly puts it, "good public relations is good business, and 'Brotherhood Week' gives each theatre the opportunity for civic service that must reflect itself in increased good will for each theatre."

A JAY EMANUEL PUBLICATION. Founded in 1918. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 1225 Vine Street, Philadelphia 7, Pennsylvania. New York office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 9628 Cresta Drive, Beverlywood, Los Angeles, California. Jay Emanuel, publisher; Paul J. Greenhalgh, general manager; Herbert M. Miller, editor; Max Xavier Cades, business manager; Marguerite Gibson, circulation manager; George Frees Nonamaker and Mel Thrackmarton Kanecaff, associate editors. Subscription rates: For each of six sectional editions (New England, York State, Philadelphia—Washington, Southern, Mideast, Midwest—Western): one year, \$2; two years, \$3.50; three years, \$5. General edition: one year, \$7.50 in U. S. and possessions, \$10 in Canada and Pan-American countries, \$15 in all other countries. Address editorial and business correspondence to the publishing office, 1225 Vine Street, Philadelphia 7, Pennsylvania.

*Registered Trademark



WB'S VIRGINIA MAYO POSES IN FRONT OF A POSTER ANNOUNCING "BROTHERHOOD WEEK," TO BE OBSERVED BY EVERY COMMUNITY FROM FEB. 18-25.

Again, "Brotherhood Week"

Growing In Scope Each Year, The 1951 Observance Finds Trade Backing



A "Brotherhood Week" banner hung from the marquee of the Rivoli, New York City, one of the country's most valuable amusement advertising spots, during last year's observance, pointed up the industry's cooperation in such causes.

ONCE again the industry has been called upon to take part in a national celebration that takes place every year during the week of Washington's birthday, "Brotherhood Week," sponsored by the National Conference of Christians and Jews. Its purpose is to rededicate the American people to the principle that all men are created equal, a principle that stems from the Judeo-Christian belief in the Brotherhood of Man under the Fatherhood of God.

The National Conference of Christians and Jews is an association of individuals formed in 1928 for the purpose of promoting justice, friendship, understanding, and cooperation among Protestants, Catholics, and Jews in the United States, and to work for the elimination of prejudices which distort religious, business, social and political relations to undermine the democratic way of life.

Last year the Conference mobilized

forces for the observance of "Brotherhood Week" that reached into some 4,000 American communities. For the past 22 years the NCCJ has devoted itself on a year-round basis to promoting the daily practice of democratic living via service to schools and colleges. It has prepared and distributed pamphlets for educators and civic leaders in hundreds of communities; it has spearheaded democratic intergroup activities via religious and civic organizations; it has improved intergroup relations in American industry, and, last June, at an international meeting in Paris, it launched a campaign for World Brotherhood.

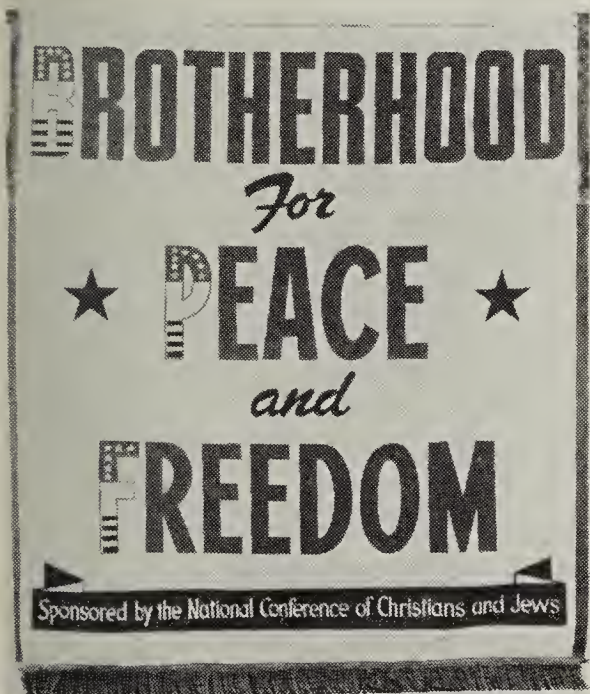
A world-wide committee to advance the cause of World Brotherhood was formed, with its chairman, Nobel Prize physicist Dr. Arthur H. Compton, and Spyros P. Skouras, president, 20th-Fox. Participating countries include the United States, Canada, and all nations of Western Europe.



Hugh S. Borland, second from right, manager, Louis, Chicago, accepts an award from Spencer M. Johnson, president, Inter-Racial Brotherhood Society of Chicago, in recognition of his outstanding community services in behalf of the Negro people in the Southside, as officers of the organization look on.



On the coast, producer-director Frank Capra and Paramount's Bing Crosby are among the film personalities pledging their support to the drive.



Designed to give a lift to "Brotherhood Week" is this shimmering 30 by 40 inch satin bannerette with red and blue letters on a white background.



At a luncheon in Washington, D. C., at which Variety Club Tent 11 last year observed "Brotherhood Week" are, from left: District of Columbia Commissioner Gordon Young, ex-Chief Barker Wade Pearson, J. L. Sullivan, former Secretary of the Navy, and Colonel W. McCraw, Variety Clubs International.

Some idea of the magnitude of the work done by NCCJ may be had from mention of its activities last year when it arranged 25,143 programs, mobilizing the cooperation of 5,552,843 Americans. This huge effort to promote good will among the various religious groups can be matched by no similar private civic organization.

Enlisted in the NCCJ's Brotherhood campaign last year were 9,750 schools, 1,201 colleges, 1,217 PTAs, 6,452 churches, 1,190 women's clubs, 860 youth groups, 772 labor unions, 280 veterans groups, and 1,061 miscellaneous groups. In addition, 8,279 separate radio programs were arranged during the year to promote the idea of intergroup cooperation, there were 12,944 showings of motion picture films, and 3,236,000 pieces of literature were distributed to help further the cause.

All this takes money to accomplish. This year the goal is \$3,542,475, every dollar of which counts to help the national council expand its important work in the educational systems of our country, in religious organizations, in industry, and with

the armed forces. "Brotherhood Week" is the time to raise this money, and the entire motion picture industry again will lend a hand in the cause, which is more vital this year than at any other time.

Theatres will once more become the focal points of "Brotherhood Week" observances through lobby ceremonies, special programs tied in with clergymen, clubwomen, youth groups, service clubs, and activities in cooperation with merchants, radio stations, and newspapers. Good public relations is good business, and through "Brotherhood Week" every theatre has a great opportunity for civic service that will bring increased goodwill.

The film industry has a proud record of cooperation and achievement in every endeavor of major importance to the nation, in peacetime as well as in wartime, and theatremen have done much to make this record possible. The theatre, a place where people of every race and faith congregate in peace and friendliness, is ideally suited for taking the lead in spreading the good word of brotherhood.

So much has been said about brotherhood and the need for preserving the "American way of life" that the very words are in danger of becoming banalities, not because brotherhood is practiced but because the phrases have to be repeated so often that they have lost much of their meaning and impact. It is the job of theatremen everywhere to help transform these ideals from fine-sounding words to effective, working principles.

Theatres have a big part in a big job, but a job that needs doing because democracy cannot work for some unless it works for all. Last year industry participation in the "Brotherhood Week" celebrations brought the industry to new heights of civic accomplishment. But this year it is vital that all Americans of every race and creed be united not for just the welfare of the nation, but for survival at a time when the end of civilization is quite within the bounds of possibility.

It is apparent that thousands of theatres will throw all their resources into the drive for "Brotherhood Week, 1951."

Mel Konecoff's NEW YORK

CLOSE to 1,000 industryites attended the recent kickoff dinner at the Waldorf-Astoria which launched the "Brotherhood Week" campaign sponsored by the amusements division, National Conference of Christians and Jews. Guest of honor was Paul Reynaud, former French Premier.



KONECOFF

J. Robert Rubin, vice-president, Loew's, and general chairman, amusements division, introduced distinguished attorney Louis Nizer, who acted as toastmaster at the \$50 per plate dinner, which launched the 1951 campaign.

In addition to a talk by Reynaud, the gathering was read a speech, prepared by new Economic Stabilization Director Eric Johnston, given by actor Basil Rathbone. Rise Stevens, Metropolitan Opera singer, also spoke.

Invited aboard the dais were: Barney Balaban, Spyros Skouras, Ned Depinet, Nicholas M. Schenck, Nate Blumberg, Harry M. Warner, Harry Cohn, Herbert J. Yates, Gradwell Sears, Sterling Brown, Si Fabian, Bernard Goodman, Francois Puax, Martin Quigley, Jr., Edmund Reek, Charles Reagan, Henderson Richey, Sam Rinzler, Herman Robbins, Sam Rosen, J. Robert Rubin, James Sauter, A. W. Schwalberg, Max E. Youngstein, Sol Schwartz, George Skouras, Jerry Pickman, Robert Merrill, and James Jerauld.

WORTHY NOTE: RKO is planning to place ads on its forthcoming release "The Thing" in publications which will reach almost a billion (correct) people. Over \$100,000 has been allocated.

SCREEN: The latest innovation in theatre screens was unveiled at the Paris by Norpat Sales, distributor of the curved, convex screen manufactured by the Transcolor Screen Company, Kings Mountain, N. C. It is the latest invention of Otto Hehn, who previously invented the concave screen.

Hehn claims that "the screen is actually a complete reflection system. The tear-proof, seamless screen is mounted in a patented, dur-aluminum frame, so designed to give it the correct curvature for the theatre in which it is used. Careful consideration of the exact angle of projection, the sight lines to the extreme front corners of the auditorium's seating, the picture size, and masking cut-off, results in a formula-backed double curvature which practically eliminates the usual distortion experienced with a flat screen. The front and extreme corner seats regain their value, and larger pictures become possible through the disappearance of distortion."

Hehn also claims, "It is no longer necessary to compromise by tilting the screen for the upper balcony. 'Keystone' is a thing of the past. Every seat becomes a center seat, and, for the first time using



J. Robert Rubin, MGM general counsel, speaks to more than 1000 guests attending the recent dinner of the amusement division, National Conference of Christians and Jews, in New York City, launching this year's observance of "Brotherhood Week," Feb. 18-25. Charles Reagan, Loew's sales executive, and 20th-Fox President Spyros P. Skouras are seen listening to the talk.

standard projection equipment and films, a real illusion of third dimension comes from the screen in many scenes. The light on the screen is equalized and polarized, glare is gone, eyestrain disappears, and colors are reflected in all their beauty."

Our inexperienced eye told us that seats at the extreme sides of the theatre were indeed taken out of the blind spot category. Vision was good. As far as the third dimensional aspect is concerned, the films shown looked to us as they would on any other screen. Orders are being taken for installation two to three weeks after receipt.

THE METROPOLITAN SCENE: The Joseph Heppners have a new addition, Peter Joseph. Dad is former president, New York Press Photographers' Association, and heads Metropolitan Photo Service. It is the second child. . . . That better campaign on "The Second Woman," Rivoli, was handled by the undermanned staff at UA headed by publicity manager Al Tamarin, which spread the news via newspapers, radio, television, wire services, columns, subway posters, tie-in ads, contests, a teaser campaign, etc. . . . U-I eastern publicity manager Phil Gerard was in Philadelphia and Boston with Van Heflin to plug "Tomahawk." . . . Boston University is adding a new course to its curriculum devoted to the development of motion pictures. Professor Ross Patton will conduct. . . . A neat mailing piece was put out by Republic on "This World Of Ours" shorts series. . . . Good pressbooks were out on "September Affair," "Call Me Mister," and "At War With The Army" and okeh entries are in on "The Great Man-hunt," "Gasoline Alley," and "Fury Of The Congo."

W. Va. Protest Tax Move

CHARLESTON, W. VA.—The West Virginia Allied Theatre Association last week protested a legislative proposal to permit municipalities to impose a four per cent tax on admissions. Fred L. Helwig, association president, said the proposed new tax would "very adversely affect" the theatres in the state. He pointed out that the theatres "are now collecting a 20 per cent federal tax, plus a two per cent state tax, and are paying in most instances, a city and state gross sales tax plus city and state licenses. A tax such as proposed, would cause many theatres to close, both small and large."

Business Perks In B'way Sector

NEW YORK—Business perked up a bit in the Broadway first-run sector last week with the Roxy and Paramount leading the way, and turning in very good grosses. According to usually reliable information reaching EXHIBITOR, the breakdown was as follows:

"OPERATION PACIFIC" (WB). Strand, with stage show, had \$32,000 for Friday, Saturday, and Sunday, with the opening week sure to tally \$64,000.

"AT WAR WITH THE ARMY" (Para.). Paramount, with stage show, continued merrily at \$89,000 for the second week.

"THE SECOND WOMAN" (UA). Rivoli claimed \$25,000 for the opening week.

"CALL ME MISTER" (20th-Fox). Roxy, with Danny Kaye heading the stage show, opened to a smash \$93,000 for Wednesday through Sunday, with the first week sure to top \$115,000.

"SEPTEMBER AFFAIR" (Para.). Radio City Music Hall, with stage show, opened to \$79,000 for Thursday through Sunday, with the first week heading toward \$118,000.

"THE COMPANY SHE KEEPS" (RKO). Criterion anticipated the second week at \$11,000.

"MAD WEDNESDAY" (RKO). Globe stated that the second, and last, week was heading toward \$9,000.

"BORN YESTERDAY" (Col.). Victoria expected the sixth week to hit \$28,000.

"HARVEY" (U-I). Astor reported the seventh week should reach \$16,000.

"THE ENFORCER" (WB). Capitol, with stage show, claimed \$58,000 for the second week.

"THE STEEL HELMET" (Lippert). Loew's State was heading toward \$20,000 on the second week.

U-I Shifts Executives

NEW YORK—Completing the realignment of the U-I domestic distribution set-up, C. J. Feldman, domestic sales manager, last week announced the promotion of James V. Frew to the post of district manager, the shifting of P. F. Rosian from the district he formerly supervised to that previously supervised by P. T. Dana, recently named eastern sales manager, and the elevation of William D. Kelly, Jr., to the post of branch manager in Atlanta.

Frew, who had held the post of Atlanta branch manager, will supervise the Atlanta, Charlotte, Cincinnati, Indianapolis, and Memphis exchanges, with headquarters in Atlanta.

Rosian started with U-I in 1939 as a special representative in Cleveland. He was named Cincinnati branch manager in 1940 and district manager in 1941. Headquartering in Cleveland in his new assignment, Rosian will supervise the Albany, Buffalo, Cleveland, Detroit, and Pittsburgh exchanges.

Kelly has been sales supervisor in Atlanta.

Loew's Men Hold Meeting

NEW YORK—Joseph R. Vogel, vice-president, Loew's, in charge of theatre operations, called a meeting of Loew's out-of-town division managers last week. In attendance were: Orville Crouch, Washington; Charles Kurtzman, Boston; Harry Shaw, New Haven; Mike Cullen, St. Louis; Martin Burnett, Columbus, and Frank Murphy, Cleveland. Also attending the conference were Oscar A. Doob, John Murphy, and various department heads.

This Was The Week When . . .

U-I revealed that "Target Unknown" would have its world premiere at Keith's, Baltimore, Md., this week, followed by the Strand, Hartford, Conn.; Colonial, Dayton, O., and Keith's, Washington, next week. . . . A special survey conducted by Audience Research, Inc., for Columbia in connection with the experiment in the use of television showed that "good motion pictures, properly and aggressively merchandised over television, can healthily stimulate boxoffice activity for such pictures." . . . MGM announced that it was sending Pug Wells, who inspired "Three Guys Named Mike," on a tour of at least 16 cities to publicize the film. . . . The Disabled American Veterans organization officially cited A. W. Schwalberg, president, Paramount Film Distributing Corporation, for the part Paramount played in the promotion and distribution of the film short, "On Stage Everybody." . . . 20th-Fox cancelled its projected round-the-world junket for "Bird Of Paradise." . . . John G. McCarthy, MPAA vice-president in charge of international affairs, stated that the services of the MPAA Advisory Unit for Foreign Films had been placed at the disposal of British film producers. . . . A third series of meetings was held in New York to further every possible sphere of promotion for Walt Disney's "Alice In Wonderland."

ELC concluded a deal with Cusick Educational Films of New York, Inc., for the distribution of "The Long Dark Hall," starring Lilli Palmer and Rex Harrison, and two other Peter Cusick productions. . . . 20th-Fox revealed that "Follow The Sun" would have its world premiere in Fort Worth, Tex., this month, with Texas dates following.

Lightman On Theatre Board

NEW YORK—M. A. Lightman, Memphis exhibitor, last week was nominated a member of the board of directors of the Foundation Fund of the Council of the Living Theatre. Others on the board are Henry Fonda, Jose Ferrer, Leland Hayward, Joshua Logan, and Alfred Lunt. Lightman represents Cinema Productions.

"No Compulsion" On Korea Short

WASHINGTON—In reply to statements made by P. J. Wood, secretary, Independent Theatre Owners of Ohio, asking that the short subject, "Why Korea?", being distributed by 20th Century-Fox, be withheld until an answering short subject could be filmed, Presidential Press Secretary Joseph Short stated last week that a letter sent to exhibitor organizations by John R. Steelman, Presidential assistant "urging" exhibitors to show the film was not intended to represent "compulsion" in any way.

"It is true, however," Short said, "that the picture has been seen by President Truman and other high officials, and all have expressed the hope that the greatest possible number of people see it. It is important that the public see the picture as quickly as possible." He added he had assurances from 20th-Fox it has "no desire to make any profit," and is distributing the film at cost "as a public service."

Later, 20th-Fox President Spyros Skouras released a copy of the telegram he sent to Wood. Skouras said, in part:

"The purpose of 'Why Korea' is to help unite our country, and support the men who are spilling their blood for our salvation. This picture was never intended to be anything but pro-American in helping to enlighten our people about the nature of the Communist threat to our country and to the free world. It, therefore, seems incredible to me that instead of supporting and advocating a motion picture of this kind you should be a party to a campaign to discredit it, and create insidious dissension at a time when American unity is so imperative. This time you are making yourself ridiculous in my eyes, and I am surprised at your attitude."

Bridgeport, Conn., Houses Move

BRIDGEPORT, CONN.—It was learned last week that in response to requests from exhibitors, some distributors have extended 21-day availability to all subsequent-run houses playing double features. This availability was originally awarded the Hy-Way as a result of an arbitration hearing settled by Jay Emanuel, publisher, EXHIBITOR.

PEOPLE

HOLLYWOOD—Paul McNamara last fortnight joined Famous Artists Corporation as executive vice-president. Previously, he had operated his own publicity and exploitation service for independent producers, and prior to that had been associated with SRO. He will make his headquarters at the company's Beverly Hills, Cal., office, and spend part of his time at the New York office.

NEW YORK—Sol A. Schwartz, president, RKO Theatres Corporation, announced last week the appointment of William F. Whitman as general counsel for the company. Whitman has been a member of the RKO Theatres legal staff for approximately 20 years. He is presently secretary, RKO Theatres Corporation.

NEW YORK—Phil Reisman, RKO vice-president in charge of foreign distribution, announced last week the promotion of Ludovici Kohn to manager, RKO's offices in Chile. Kohn succeeds Enrique Friedlander, who died.

NEW YORK—Arthur Greenblatt was last week elected a Lippert Pictures vice-president. He has been general sales manager for domestic distribution, a position he will continue to hold.

HOLLYWOOD—Samuel Briskin last fortnight resigned as executive production chief at Paramount under Y. Frank Freeman, vice-president, because of his health.

Ind. Bill Would Ban Liquor Sales

INDIANAPOLIS—Introduced last week in the Indiana legislature was a bill which would make it illegal to take alcoholic beverages of any kind into drive-ins. Introduced by Rep. Herbert R. Copeland, Hanover Republican, the bill also would make it illegal to drink any alcoholic beverages while in a drive-in. The measure was referred to the House committee on public morals.

Proj. Pension Plan In Effect

NEW YORK—IATSE Projectionists Local 306 announced last week that with the final okeh, a union-management pension plan is now in operation and will not be affected by the government's wage freeze order. The delay in putting the plan into effect was attributed to the U. S. Bureau of Internal Revenue, from whom it was learned approval was not required.



Above is a view of the Veteran of Foreign Wars banquet at the Biltmore Hotel, Los Angeles, where VFW National Commander Charles C. Ralls recently presented the group's National Gold Citizenship Medal to Republic President Herbert J. Yates. Yates was honored before more than 250 state, civic, and military officials when he received the medal and certificate. In accepting the honor, Yates said, "This is a glorious honor, made so because

of the intent which motivated it—Americanism." Yates asserted, "It should never be necessary to wage a crusade to preserve the freedoms, which are enjoyed by all of us. Americans will never fail to fight to protect these sacred heritages." Joe E. Brown acted as toastmaster, and many dignitaries were in attendance. Film notables present included John Wayne, Vera Ralston, Roy Rogers, Dale Evans, and Muriel Lawrence, new Republic star.

Shea Circuit Holds Annual Convention

CLEVELAND—Continuation of the decentralization policy of the circuit was indicated last week at the annual meeting of managers and executives of the Shea Circuit, presided over by E. C. Grainger, president.

Grainger complimented managers on their individuality, and pointed out that the founder of the circuit, the late M. A. Shea, had constantly preached that managers should manage.

The circuit, comprising approximately 50 theatres, has no district managers, and Frank V. King is its only field representative.

Grainger announced this established policy would continue, and that he would make his usual theatre visits about every six weeks, and that he would continue his frequent use of the telephone, in addition, to keep informed on operating policies. Ray Smith, film buyer, would do likewise, and Carroll Lawler, booker with headquarters in New York, will, as usual, meet managers in exchange centers, so they might jointly book the theatres. Gerald J. Shea, manager, maintenance, purchasing, and concessions, will likewise be on the road as deemed necessary.

Grainger commented that in recent years the charge had been made that too many theatres were being operated from the standpoint of concession stands, rather than from the boxoffice. While admitting that the concessions income from all theatres was important, he stressed that the concessions would be as good as the boxoffice, and, if this were neglected, there would be no need of the stand.

Grainger stressed that good showmanship in all-around theatre operation will surely result in good boxoffice. He announced that the circuit had decided to award \$1,250 in cash prizes to those four managers who, in the opinion of the executives, showed the best efficiency. Six hundred and fifty dollars was given to Jack Hynes, manager, Paramount, Youngstown, O., selected as the best all around manager. A check for \$200 was given to each of the following: Edward J. Fahey, city manager, Manchester, N. H.; J. Vance Minton, manager, Shea's, Erie, Pa., and Dale Tysinger, city manager, Ashtabula, O.

Managers were informed that the circuit's executives were keeping abreast of theatre television developments.

Grainger invited to a cocktail party all branch managers of film companies and all equipment dealers. Raymond Showe and Phil Lowe, who supply the circuit with vending supplies, addressed the meeting. Convention details were in the hands of A. J. Grainger, assistant buyer and booker.

Home office executives on hand, in addition to those mentioned, were: T. E. Shea, vice-president; George Goett, assistant treasurer; M. A. Shea, Jr., assistant treasurer; W. E. Barry, comptroller; and William B. Shea, corporation clerk.

David Kaufman Mourned

CLEVELAND—David Kaufman, Warner salesman, was killed last week when his automobile skidded, and struck a pole. He is survived by his wife and three children. Funeral services were held in Far Rockaway, L. I.



Following his recent appointment as Economic Stabilization Administrator, Eric Johnston is sworn in in Washington by Chief Justice Vinson as as Defense Mobilization Chief C. E. Wilson watches.

Murray TV Show Tops VC Dinner

PHILADELPHIA—As a highlight of the annual convention dinner of the Variety Clubs International on May 12 at the Bellevue-Stratford Hotel, Ken Murray will bring his complete TV show here, it was announced last week by Ted Schlanger, Chief Barker, Tent 13, and chairman, banquet committee. This will be the first time the Murray show has ever been televised outside of New York.

During the course of this dinner the Variety Clubs International will make the annual Humanitarian Award to the individual who, in the opinion of a committee of distinguished and public-spirited citizens, has done the greatest service to humanity in the preceding year.

The convention will be a four-day affair commencing on May 9. Victor H. Blanc, general chairman, and the members of his various committees, are expending every effort.

Sussman-Dembow

NEW YORK—Miss Faith Dembow, daughter of Mr. and Mrs. George F. Dembow, Larchmont, N. Y., was married last fortnight to Richard M. Sussman, son of Mr. and Mrs. William Sussman, Yonkers, N. Y., at the home of the bride's parents. Rabbi Shankman, New Rochelle, N. Y., Temple, officiated. A wedding breakfast followed the ceremony.

The bride is a graduate of Ethical Culture School, Fieldston, N. Y., attended Smith College, Northampton, Mass., and is currently a student at Barnard College. The groom, a graduate of Drake University, is studying for his Master's degree at Columbia University, in preparation for his entrance to Medical School.

Dembow is vice-president in charge of sales, National Screen Service Corporation. The groom's father, a former theatre circuit owner, is currently secretary-treasurer, Admiral Factors Corporation.

NLRB Dismisses Ohio Charges

WASHINGTON—The National Labor Relations Board last week dismissed charges of unfair labor practices brought by the Palace, Akron, O., against the Akron local, AFL Musicians Union, after the union demanded a performance of the local union orchestra at the theatre within 60 days of the appearance of a name band.

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

RKO

"Cry Danger"—Good melodrama.

MGM

"Cause For Alarm"—Interesting program.

20th-Fox Schedules Spring Releases

NEW YORK—Announcement of the release of nine top pictures for the second quarter of 1951 was made last week by vice-president and general sales manager Andy W. Smith, Jr., at the final session of the 20th Century-Fox division managers meeting.

Pictures to be released in April are: "U.S.S. Teakettle", starring Gary Cooper, with Jane Greer, Millard Mitchell, and Eddie Albert; "I Can Get It For You Wholesale", starring Susan Hayward, Dan Dailey, and George Sanders, and "Follow The Sun", starring Glenn Ford and Anne Baxter, with Dennis O'Keefe and June Havoc.

Pictures for May include: "Fourteen Hours", starring Paul Douglas, Richard Basehart, Barbara Bel Geddes, and Debra Paget; "Rawhide", starring Tyrone Power and Susan Hayward with Hugh Marlowe, Dean Jagger, Edgar Buchanan, and Jack Elam, and "On The Riviera", with color by Technicolor, starring Danny Kaye, Gene Tierney, and Corinne Calvet.

For June, the company will release: "Half Angel", with color by Technicolor, starring Loretta Young and Joseph Cotten; "House On Telegraph Hill", starring Richard Basehart, Valentina Cortesa, and William Lundigan, and "The Guy Who Sank The Navy", starring Linda Darnell, Paul Douglas, and Joan Bennett.

"Miracle" Hearing Held

NEW YORK—At the hearing last week of the sub-committee of the New York State Board of Regents on "The Miracle," counsel for Joseph Burstyn, Inc., "respectfully refused to take part, and withdrew from the hearing" on behalf of his client, which distributes the film. He had previously asked that no action be taken at the hearing requiring Burstyn to show cause why the film's license shouldn't be revoked, and that the sub-committee of three men should disqualify itself since it had publicly declared a pre-judgment after seeing a special screening on Jan. 15. The committee denied both requests.

Burstyn, as an individual, then tried to introduce evidence to aid the board in coming to a decision. Burstyn was given the privilege of filing a brief, as could any individual.

The three man board will meet later this month, with a decision expected then. The action of Burstyn's counsel was based on his claims that the Board of Regents had never been granted the right to revoke a license for a film, and that no court action had ever upheld the right of the board to hold hearings on the matter.



no man or woman can resist it !

Paramount tells you why



Joan Fontaine



“let’s live for today”

→ **SA** also

→ READ *This*
TO YOUR BOXOFFICE:

A lonely man, a beautiful girl fall in love, knowing they have no right to love. Then they read their own names on the passenger list of a crashed airliner. Briefly they live their dreams in romantic places like Capri, Naples, Rome, Florence. To these actual locales Producer Hal Wallis took his stars to film this unusual story.



At Rome's International Airport, the lovers—Joan Fontaine and Joseph Cotten—first meet.

Their journey together begins when they miss their plane which later crashes into the sea.

BIG NATIONAL MAGAZINE CAMPAIGN! IN LOOK, LADIES' HOM

Joseph

otten in

RADIO CITY
MUSIC HALL
Premiere

HAL WALLIS' production

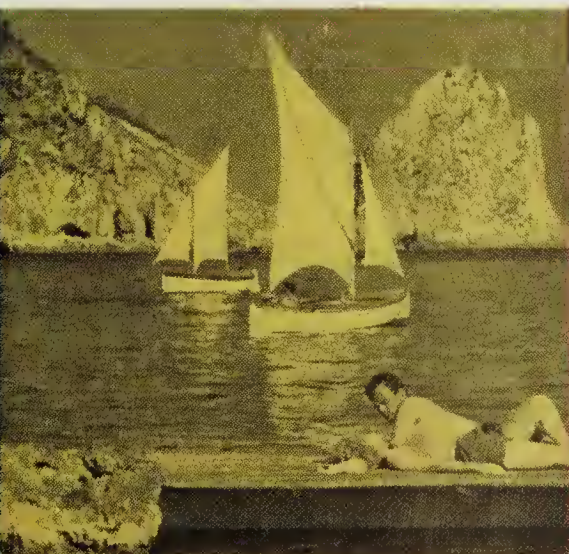
September Affair

Also starring **FRANCOISE ROSAY**
with **JESSICA TANDY · ROBERT ARTHUR**
Directed by **WILLIAM DIETERLE**
Screenplay by Robert Thoeren · From a story by Fritz Rotter and Robert Thoeren

means great *Selling Angles:*



ed among the casualties
recklessly start a new life of
own in romantic Naples.



Then they spend idyllic days in
sun-drenched Capri—and they
visit its spectacular Blue Grotto.



Their stolen interlude in far-
away places continues on a
trip to the ruins of Pompeii.



Story's mighty, emotion-charged
drama reaches a surging climax
at a great symphony concert.

JOURNAL, WOMAN'S HOME COMPANION, GOOD HOUSEKEEPING!

and **SA** stands for **S**ensational **A**ttentions

PLAYING

Branded

Alan Ladd in a great action western in color by Technicolor



At War With The Army

Dean Martin & Jerry Lewis in their most hilarious picture



Mr. Music

Bing Crosby's 20th Anniversary Picture with 16 famous name stars



Let's Dance

The happy Hutton-Astaire musical. Color by Technicolor



PLAYING ALWAYS

PARAMOUNT NEWS

The eyes and ears of the world and

PARAMOUNT SHORTS

World's greatest program builders



From



PARAMOUNT
THE BIG GUN IN '51

COMING

The Great Missouri Raid

The bullet-streaked saga of a lawless decade. Color by Technicolor



The Mating Season

Charles Brackett's new comedy about the mother of the groom



CECIL B. DEMILLE'S *Samson and Delilah*

The greatest grosser of our time. Color by Technicolor



The Redhead and the Cowboy

Glenn Ford and Rhonda Fleming . . . in a romantic western picture



DAMON RUNYON'S *The Lemon Drop Kid*

Bob Hope in a new comedy by the author of "Sorrowful Jones"



Century Issues Bulletin On TV

NEW YORK—Century Theatres last week released to the trade a copy of a bulletin sent to all employes to enable them to become "personal ambassadors of good will for the industry."

It follows, in part:

"Let us all become personal ambassadors of good will for the motion picture business.

"The television industry has spent millions of dollars, and will continue to spend millions more on propaganda, to indoctrinate people with misleading ideas that television is free, that children will be backward socially and culturally without television, that constant viewing of television is not bad for the eyes, etc. Their campaign has been unethical in many respects, and they have been reprimanded by the Federal Trade Commission for this type of advertising.

"This is what you can do to help explode some of the myths about television, and help sell motion pictures when movies vs. television is discussed in your presence:

- "1. Make capital of the fact that in spite of what people think, television is not free. There is no such thing as free entertainment. The cost of operating a television set probably runs over \$100 a year. This includes amortization of original purchase price, repairs or service, and electricity.
- "2. In answer to the television claim that this medium aids a child's education, many teachers have stated that television has affected adversely the child's schoolwork. In addition, they have pointed out that children avoid good books and neglect homework, both of which are important to their education.
- "3. Constant watching of television is harmful to the eyes. Any scientist or doctor will admit that the larger the screen, the less chance there is for eyestrain. The home TV screen, even the largest size, is a pin point compared to the giant movie screen in theatres.
- "4. The motion picture industry has a self-imposed moral code which is used to determine decent standards in motion picture production. There is no such stringent code in television pro-



Marc J. Wolf, International Chief Barker, Variety Clubs International, is shown recently presenting Ben Goffstein, Chief Barker, Tent 39, the charter for the Variety Club of Southern Nevada at the colorful ceremonies and induction ball staged at the fashionable Flamingo Hotel, Las Vegas, Nev.

gramming, which can result in programs that are morally offensive to you and your family. In addition, all movies are reviewed by organizations such as the Legion of Decency. If, in spite of our rigid moral standards, the Legion finds a picture objectionable, they so advise their followers. No such ratings of television shows are made. When you go to the movies, you can determine in advance which pictures are suitable for you and your family by following the ratings on pictures by the Legion of Decency and other organizations. However, when you watch a television show, you have no assurance that what you will see is morally suitable for viewing by you and your family.

- "5. Commercials on television are more than just a nuisance to watch. The large sums of money spent by advertisers on television is often reflected in the prices they charge for their merchandise. A few cents is always added on to the price of a commodity to help pay for the millions spent on television advertising.
- "6. With the above points in mind, remember,—never undersell motion pictures. Always point out the many fine pictures that are made each year. (A list follows.—Ed.) When people say they don't go to the movies because there aren't any good pictures, mention the good pictures, and ask them how many they saw."



(In the Jan. 24 issue of STUDIO SURVEY, the captions under the photos of LAUREL AWARDS nominees Sam Zimbalist, left, and Anthony Mann, right, were transposed inadvertently. Zimbalist was nominated as producer of MGM's "King Solomon's Mines," while Mann is director of Paramount's "The Furies."—Ed.)



PRODUCTION

HOLLYWOOD—"Before I Pronounce Sentence", an original story by Berne Giler, was purchased by Paramount, and assigned to Joseph Siström to produce. . . . Richard Tregaskis, noted war correspondent and author of "Guadalcanal Diary", has been signed by U-I to write the screen play for a story glorifying the Motor Transport Corps, the unsung heroes of World War II, which the studio will bring to the screen under the title of "Red Ball Express." . . . Otto Hulett, New York actor currently playing in the Broderick Crawford starrer, "Remember That Face", will remain at Columbia to appear as the murder trial judge in the Santana Production, "The Secret", in which John Derek stars, with Robert Lord producing and Henry Levin directing.

U-I has bought "The Great Companions", original story by Gene Markey. Story also will be published in an early issue of the Ladies' Home Journal. . . . "Dillinger's Shadow," original by William K. Howard, has been purchased by Monogram.

"Raton" In New Mexico Bow

NEW YORK—Plans were set last week by Mort Blumenstock, Warner vice-president in charge of advertising and publicity, for a gala world premiere of "Raton Pass" on March 6 in Raton and Albuquerque, N. M. Premiere festivities will include the presence of stars from the picture and state and city dignitaries.

Blumenstock has been in Albuquerque to set final details.

"Bingo" Illegal In S. D.

SIoux FALLS, S. D.—In response to a request from States' Attorney Richard Bielski, Attorney General Ralph Dunham ruled last fortnight that "Bingo" conducted as an added feature to a theatre program is an illegal lottery.

20th-Foxites Confer In D. C.

WASHINGTON—Spyros P. Skouras, president, 20th Century-Fox, last week headed a group of company officials and attorneys in further consent decree negotiations with the Department of Justice.

Western Strike Halted

SALT LAKE CITY—Pending arbitration, a strike of projectionists of Western Montana theatres of the Fox-Intermountain Circuit was temporarily ended last week.

Sullivan Files Suit For Crawford, Wichita, Kans.

WICHITA, KANS.—A \$220,000 treble damage suit was filed last week against Fox Midwest Amusement Corporation and eight major producers, by the Crawford. O. F. Sullivan, owner, also asks an injunction against alleged refusal of the defendants to give the Crawford first-runs. The suit was filed by Seymour F. Simon, Chicago attorney, and Morris and Laing, Wichita lawyers.

The Crawford, three miles from downtown Wichita, charges that when it was opened in 1941 it was compelled, through a conspiracy, to play fourth-runs, and that it was not until 1949 that it began to get first-runs.

**HAVE YOU SEEN THE
CARTOON THAT'S**

"TICKLED THE PUBLIC

AS PERHAPS NO

SUCH FILM HAS

SINCE DISNEY'S

**'THREE LITTLE PIGS' " *
....**

** Thank you, San Francisco Chronicle*

BROTHERHOOD WEEK, FEB. 18-25
To Promote Brotherhood All Year!

SING A SONG of GERALD McBOING



1. This is the story of Gerald McCloy
And the strange thing that happened to that little boy.



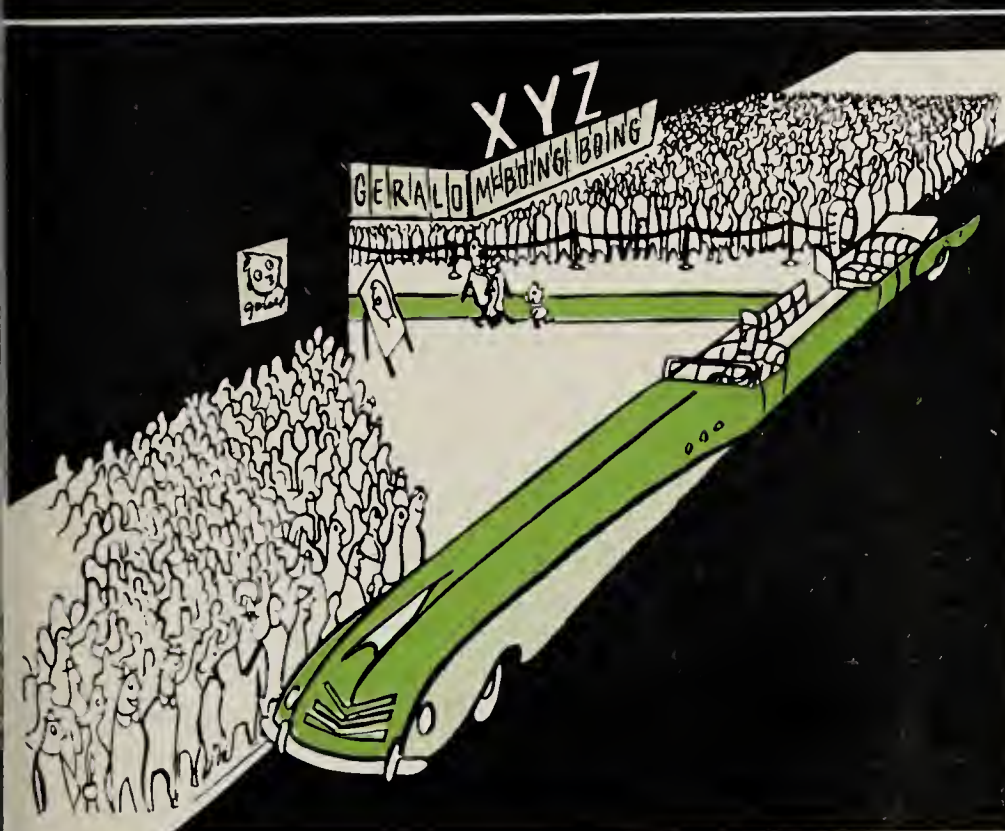
2. "I see", said the doctor, "It's just as you said.
He doesn't speak words, he goes BOING-BOING instead."



3. He just got a write-up in Life Magazine
A plug for a short like no man's ever seen.



4. Still not convinced? Want more of the same?
With pride, we can point to the critics' acclaim.



5. Wherever he goes, he's a wow, he's a pip.
Good showmen everywhere should take this tip!

Book "Gerald" today---
you'll be oh-so-glad
that you deal
with
COLUMBIA
(End of the ad)



"GERALD McBOING BOING" IS A ONE-REEL SHORT SUBJECT, ONE OF THE "JOLLY FROLICS" AND "MR. MAGOO" SERIES • PRODUCED BY UNITED PRODUCTIONS OF AMERICA AND GLEEFULLY DISTRIBUTED BY COLUMBIA

Schine Operations Placed On Market

GLOVERSVILLE, N. Y.—In accordance with the terms of the decree entered into between Schine Circuit and the Department of Justice, it was learned last fortnight that the circuit has offered for sale over 20 houses in 23 cities at a total asking price of over \$5,000,000.

A breakdown follows:

New York—Auburn: Jefferson, \$100,000 leasehold price; Canadaigua: Lake, \$125,000 fee; Corning: State, \$125,000 fee; Cortland: Temple, \$150,000 fee; Geneva: Regent, \$200,000 leasehold price; Herkimer: Richmond, \$75,000 leasehold price; Lockport: Rialto, \$450,000 fee; Oneonta: Oneonta, \$500,000 fee, or Palace, \$350,000 fee; Rochester: Liberty, \$450,000 fee; Madison, \$550,000 fee, or Monroe, \$450,000 fee, and Salamanca: Andrews, \$50,000 leasehold price.

Ohio—Ashland: Palace, \$50,000 leasehold price; Bucyrus: Southern, \$35,000 leasehold price; Kent: Opera House, best offer; Piqua: Miami, \$200,000 leasehold price; Ravenna, Ohio, \$150,000 fee, and Van Wert: Strand, leasehold plus contract to buy, best offer.

Kentucky—Corbin: Kentucky, \$7,500 leasehold price; Lexington: Kentucky, \$275,000 leasehold price; Strand, \$275,000 leasehold price, or Opera House, \$35,000 leasehold price; Maysville: Hollywood, best offer, and Paris: Bourbon, \$50,000 leasehold price.

Maryland—Cambridge: State, \$200,000; fee; Easton: Easton, \$200,000 fee, and Cumberland: Liberty, \$300,000 fee.

Phonevision Shows 10 More

CHICAGO—Among the films scheduled for the sixth week of the Phonevision test were MGM's "Lady In The Lake", "Desire Me", "The Arnello Affair", and "Killer McCoy"; RKO's "The Enchanted Cottage", "Sinbad The Sailor", and "Tycoon"; Warners' "Escape Me Never", and Paramount's "Jungle Flight."

It was becoming apparent that the novelty of Phonevision was wearing off, as far as the subscribers to the system were concerned.

Zenith was reported as admitting that 50 per cent of the test families thought the showings were worth \$1, but it was also known that the audiences at each house's showing sometimes ranged up to 16.

Generally, trade opinion was that the tests were answering a lot of questions the industry has been asking.

NLRB Sidesteps Two Cases

WASHINGTON—The National Labor Relations Board general counsel last week refused to prosecute in two industry cases.

In one an individual charged that the union had forced the theatre owner to discriminate against him and discharge him. The company operates a California theatre, with three partners, who are officers of five companies which run seven theatres in the state. The general counsel held that that kind of theatre operation is essentially local, not of interest to the NLRB.

In the second situation, the employer operates a second-run theatre in a small Ohio town. The counsel refused to take jurisdiction.

THE TIP-OFF ON BUSINESS

(The Tip-Off on Business is a record of how pictures are doing in their playdates in various parts of the country. The ratings given the pictures (see key) are a cross section of reports received from the field, and present an analysis of various types of runs. It does not necessarily follow that the rating given constitutes the business in each individual engagement, but an honest attempt is made to present a general average. By studying the ratings, which are changed if necessary in accordance with newer information, exhibitors will be able to determine how to guide themselves in their buying and booking.—Ed.)

KEY TO "THE LITTLE MEN" RATINGS: (February 7, 1951)

Swell, topnotch, record-breaking or close to it in all types of houses.



Just fair, nothing out of the ordinary, returns about average.



Good, although not breaking the walls down, but solid returns.



Disappointing, way below the average expected, decidedly off.



The Week's Newcomers

CALL ME MISTER (95m.)
(20th-Fox)



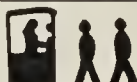
GAMBLING HOUSE (80m.)
(RKO)



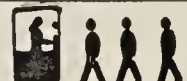
SEPTEMBER AFFAIR (104m.)
(Paramount)



THE SECOND WOMAN (90m.)
(UA)



TOMAHAWK (82m.)
(U-I)



Continuing

AT WAR WITH THE ARMY
(92m.) (Paramount)



BORN YESTERDAY (103m.)
(Columbia)



BRANDED (94m.)
(Paramount)



DIAL 1119 (74m.)
(MGM)



FRENCHIE (81m.)
(U-I)



GROUNDS FOR MARRIAGE
(91m.) (MGM)



HALLS OF MONTEZUMA
(112m.) (20th-Fox)



HARVEY (104m.)
(U-I)



KANSAS RAIDERS (80m.)
(U-I)



KIM (112m.)
(MGM)



MR. MUSIC (113m.)
(Paramount)



MYSTERY SUBMARINE (77½m.)
(U-I)



NEVER A DULL MOMENT (89m.)
(RKO)



OPERATION DISASTER (100m.)
(U-I)



OPERATION PACIFIC (110m.)
(WB)



OPERATION X (100m.)
(Columbia)



PAGAN LOVE SONG (76m.)
(MGM)



PREHISTORIC WOMEN (74m.)
(ELC)



STORM WARNING (92m.)
(WB)



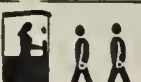
THE COMPANY SHE KEEPS
(81m.) (RKO)



THE ENFORCER (86m.)
(WB)



THE FLYING MISSILE (92m.)
(Columbia)



THE GREAT MANHUNT (STATE
SECRET) (97½) (Columbia)



THE GREAT MISSOURI RAID
(84m.) (Paramount)



THE MAGNIFICENT YANKEE
(88m.) (MGM)



THE MAN WHO CHEATED
HIMSELF (82m.) (20th-Fox)



THE MILKMAN (87m.)
(U-I)



THE MUDLARK (99m.)
(20th-Fox)



THE SOUND OF FURY (90m.)
(UA)



THE STEEL HELMET (86m.)
(Lippert)



THE SUN SETS AT DAWN
(72m.) (ELC)



VENDETTA (83m.)
(RKO)



THEY HAVEN'T TIME TO GET MARRIED!...
They're Too Busy Raising
Their Adopted "Baby"



They tried to prove
they could raise
a Baby Chimp
just like
"Junior"—
but they
made him the
Juvenile
Delinquent of
the Year!

BEDTIME FOR BONZO

The funniest new idea on film since "FRANCIS"!

Starring

RONALD REAGAN • DIANA LYNN

with **WALTER SLEZAK • JESSE WHITE**

and Introducing

BONZO



Screenplay by VAL BURTON and LOU BRESLOW • Directed by FREDERICK de CORDOVA • Produced by MICHEL KRAIKE
A UNIVERSAL-INTERNATIONAL PICTURE

MISCELLANEOUS

NEWSREELS

IN ALL FIVE:

West Point, N. Y.: Eisenhower back.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 34, No. 10) Japan: General MacArthur marks 71st birthday. Switzerland: Avalanches. San Francisco: A-bombed carrier makes last trip. Rainbow Springs, Fla.: Submarine truck tested by army. New York: Plea for world brotherhood. Detroit: Mass induction of marines (Detroit only). St. Paul, Minn.: Speed skating. New York: Millrose games.

NEWS OF THE DAY (Vol. XXII, No. 244) Washington: President Truman welcomes Rene Pleven. Korea: UN forces fight on. Japan: General MacArthur marks 71st birthday. Switzerland: Avalanches. New York: Plea for brotherhood. New York: Negligee fashions.

PARAMOUNT NEWS (No. 47) Washington: President Truman welcomes Rene Pleven. Japan: General MacArthur marks 71st birthday; John Foster Dulles arrives; memorial services for General Walton Walker. Rainbow Springs, Fla.: Submarine truck tested by army. New York: Millrose games.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 426) Indo-China: Hostages return after five years of captivity by Red revolutionary forces. Washington: President Truman welcomes Rene Pleven. San Francisco: Aircraft carrier crewmen give blood to bank. Indianapolis: Newest gimmick in tires. Rainbow Springs Fla.: Submarine truck tested by army. New York: Plea for brotherhood. New York: Millrose games.

WARNER PATHE NEWS (Vol. 22, No. 49) Korea: UN forces fight on. Japan: General MacArthur marks 71st birthday. Washington: President Truman welcomes Rene Pleven. Washington: Wage-price bosses act on freeze. New York: Plea for brotherhood. Rainbow Springs, Fla.: Submarine truck tested by army. New York: Millrose games. Hawaii: Caramaran sailing.

TELENEWS DIGEST (Vol. V, No. 5-A) West Point, N. Y.: Eisenhower back from Europe. Korea: UN forces fight on. Japan: New police force. Washington: Dignitaries in amateur show. Germany: Carnival season. Germany: Death catches up with Swedish team on bobsled trial runs. Illinois: Oklahoma A and M scores one-point victory over Bradley.

MOVIETONE NEWS (Vol. 34, No. 9) Korea: UN forces continue attack. New York: Customs men nab diamond smugglers. USA: Engineer's model of new overland ship "canal". Italy: Carnival time. Miami Beach, Fla.: "Best tressed" girl contest. Nogales, Ariz.: Governor visits "David And Bethsheba" set in desert. Germany: Austrian champs break world records in international ski tourney.

NEWS OF THE DAY (Vol. XXII, No. 243) Korea: UN forces continue attack. New York: Customs men nab diamond smugglers. Washington: Johnston takes over as stabilization chief. Washington: Women answer defense call. Washington: Money to burn. Italy: Carnival time. Germany: Austrian champs break world records in international ski tourney.

PARAMOUNT NEWS (No. 46) Switzerland: Avalanches of snow bury villages. Ottawa:



In Wichita, Kans., Nat Holt, producer of Paramount's "The Great Missouri Raid," his wife, and Wichita's Mayor Earl K. Duke ride in the parade of stars during the recent premiere at the Crest.

General Clark gives Canada military report. Washington: Nation gets plan for wage-price curbs. Washington: Johnston takes over as stabilization chief. Washington: Women answer defense call. New York: Preview of Easter hats. Italy: Carnival time.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 425) Korea: UN forces continue attack. New York: Customs men nab diamond smugglers. Washington: Johnston takes over as stabilization chief. Washington: Women answer defense call. Washington: Money to burn. France: Nehru visits Paris. Holland and Italy: Carnival time.

WARNER PATHE NEWS (Vol. 22, No. 48) Korea: UN forces continue attack. Switzerland: Avalanches of snow bury villages. England: New British jet—Canberra. Washington: Johnston takes over as stabilization chief. Washington: Women answer defense call. Miami Beach, Fla.: "Best tressed" girl contest. Paris: French beat Scots in International rugby. Italy: Ski race.

TELENEWS DIGEST (Vol. V, No. 4-B) Korea: Generals at the front. Germany and France: General Eisenhower on European tour. England: B-36's arrive on record trans-Atlantic flight. Indo-China: Hostages for five years released. Italy: Ski race. California: Santa Anita horse race won by "Special Touch."

NATIONAL BOARD OF REVIEW

Jan. 20, 1951

SELECTED FEATURES: "Bedtime For Bonzo" (U-I); "Blue Blood" (Mono.); "Counter-spy Meets Scotland Yard" (Col.); "Hunt The Man Down" (RKO); "I'd Climb The Highest Mountain" (20th-Fox); "Pride Of Maryland" (Rep.).

Jan. 27, 1951

STARRED SELECTED FEATURE: "The Mat-ing Season" (Paramount); SELECTED FEATURES: "Call Me Mister" (20th-Fox); "The Force Of Destiny" (Italian-made) (Trans-Continental); "Gene Autry And The Mounties" (Col.); "Sierra Passage" (Mono.); "Spoilers Of The Plains" (Rep.); "The 13th Letter" (20th-Fox).

Loew's Granted Postponement

NEW YORK—The Statutory Court last week granted Loew's, Inc., an extension until March 31 to file its plans for divorce-ment and divestiture.

King Elected Head Of Tri-States Exhibs

MEMPHIS—A. J. King was last week elected president, Theatre Owners of Arkansas, Mississippi, and Tennessee. He succeeds Max Connett, new board chairman. M. A. Lightman, Jr., was elected secretary-treasurer and Leon Rountree vice-president.

The convention was told by TOA executive director Gael Sullivan and national committeeman Robert Coyne that the government may try to raise the admissions tax to 30 per cent. Coyne also discussed COMPO.

Sullivan also told the assembled delegates to the annual meeting that they should buy their TV theatre apparatus now before any freeze comes. He also declared that exhibitors locally want an arbitration system.

A resolution was passed ratifying participation in COMPO for another year. Another resolution called for a petition to be sent to the national TOA asking that a code of bad trade practices be set up, and violations reported.

Republic Aids Kids' Foundation

HOLLYWOOD—It was disclosed last week that The National Kids' Day Foundation, a charitable organization which co-sponsors "National Kids' Day" with Kiwanis International, will participate liberally in the profits of Valley Vista Productions, Inc., during the next seven years, the first time that a charity has been assigned a direct contribution from the profits of a major film company.

Valley Vista is producing a series of western features at Republic Studios starring Michael Chapin, 13, and Eilene Jansen, 11. The first picture, "Buckaroo Sheriff Of Texas," was recently completed and the second, "The Dakota Kid," is now in production.

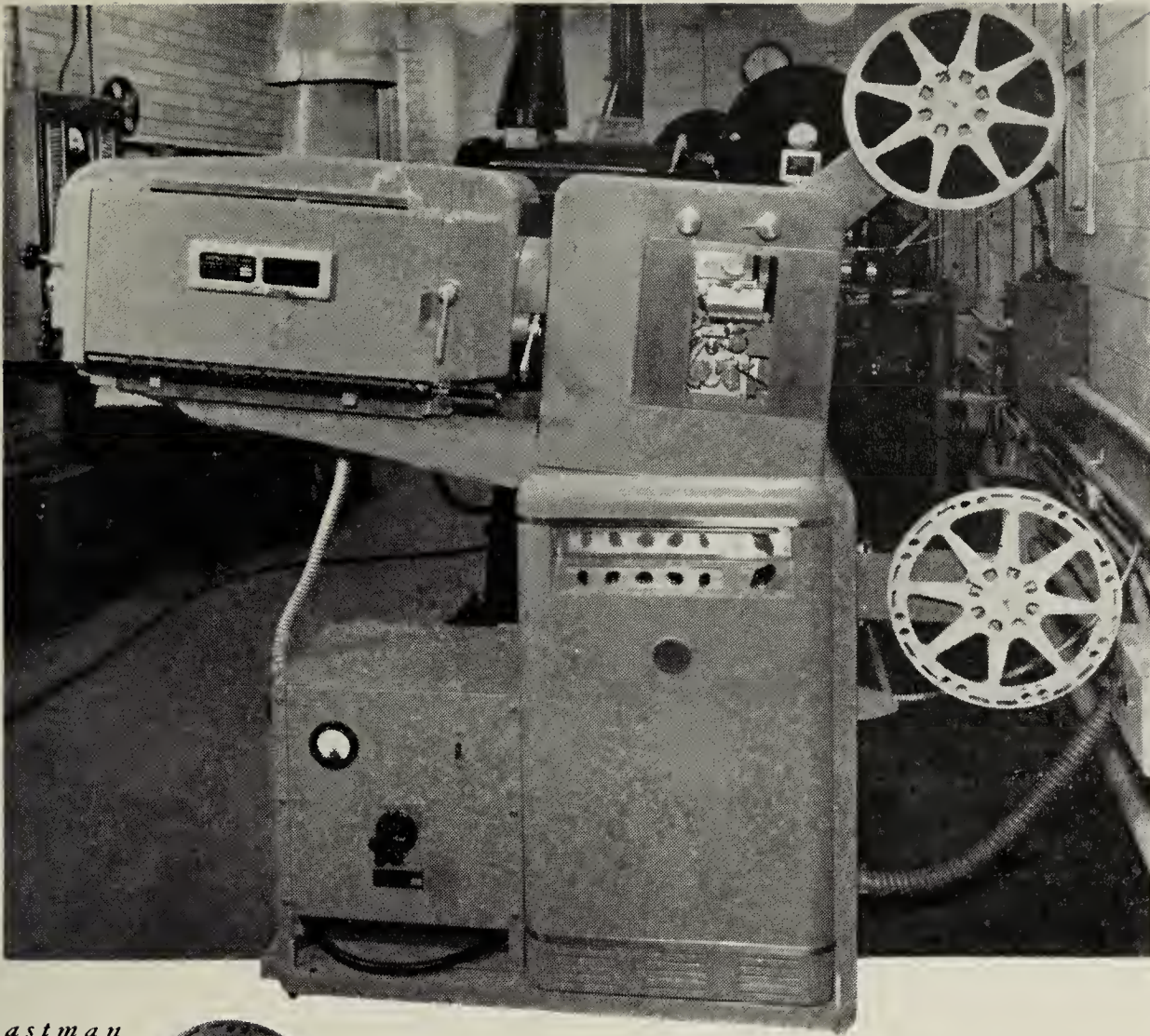
A statement issued jointly by the executive committee of The National Kids' Day Foundation, Valley Vista, and Republic Productions said: "The National Kids' Day Foundation will receive a percentage of the profits from the distribution of all product made by Valley Vista as well as from all merchandising tieups. Herbert Yates, president, Republic Productions, estimates that The National Kids' Day Foundation will benefit to the extent of several hundred thousand dollars during a seven-year period by this arrangement."

Sams Heads Carolinas Unit

CHARLOTTE—At the board of directors' meeting of the North and South Carolina Theatre Owners last week, the resignation of H. D. Hearn as president was accepted. Hearn, because of illness, has been compelled to give up his extra-curricular activities. A. Fuller Sams, Jr., Statesville, N. C., was elected president to fill the vacancy. J. B. Harvey, Clover, S. C., was elected regional vice-president, Theatre Owners of America.

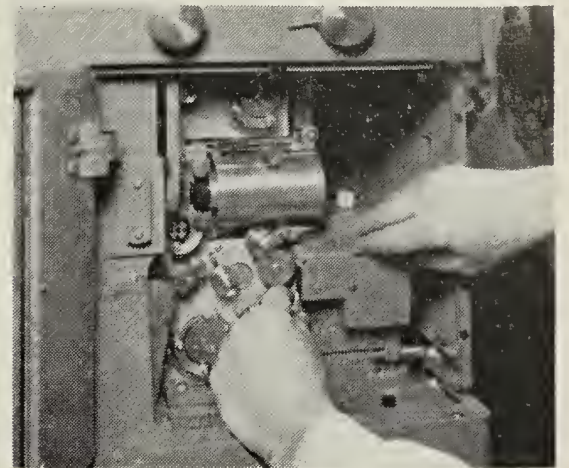
"Ninotchka" Back In Vienna

NEW YORK—The two theatres in Vienna that reluctantly yanked "Ninotchka" last month in anticipation of Russian police action are running the picture again, according to a report from MPEA-Austria last week.

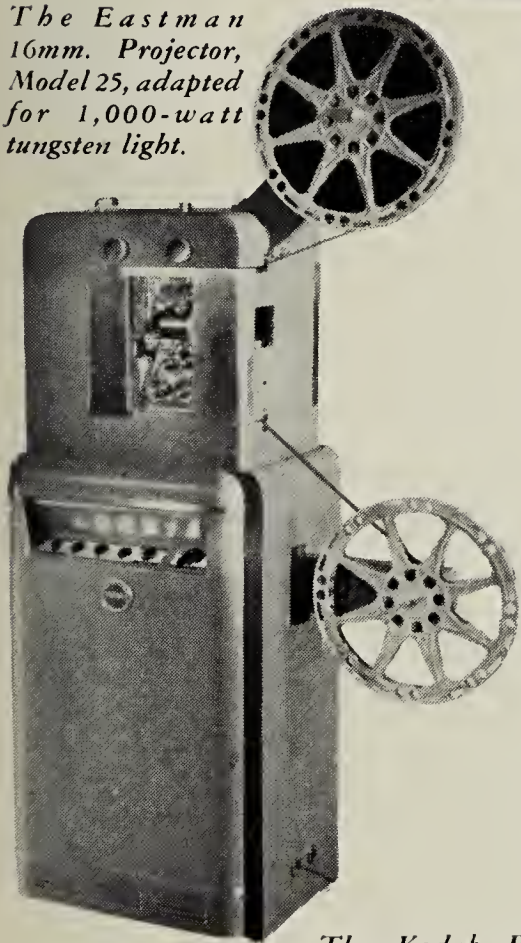


Left, the Eastman 16mm. Projector, Model 25, brings 16mm. projection to the professional level. Shown here, adapted for arc illumination, permanently installed alongside 35mm. equipment.

Below, working parts of the film movement mechanism are in constant view of the operator... readily accessible for threading and cleaning.



The Eastman 16mm. Projector, Model 25, adapted for 1,000-watt tungsten light.



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The Eastman 16mm. Projector, Model 25

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ing between the two systems is accomplished by specially designed synchro-mesh gears. In addition, the take-up spindle, rewind spindle, and blower are driven by separate motors.

A highly corrected microscope objective, adjustable for optimum sound quality from any type of 16mm. sound film, permits reproduction of variable area or variable density 16mm. sound tracks at extremely low distortion and a maximum signal-to-noise ratio.

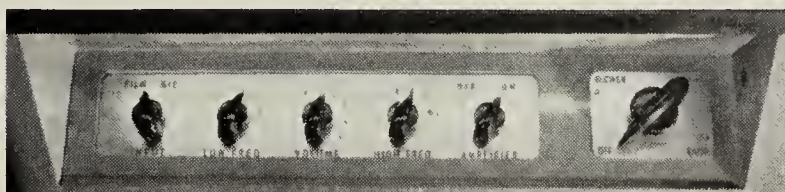
To get the best out of any 16mm. sound film, project it on an Eastman 16mm. Projector, Model 25. For information on installation, availability, and prices, write directly to the Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y., or any branch office.

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Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

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6706 Santa Monica Blvd.
Hollywood 38, California

"Paramount In Best Position"—Balaban

NEW YORK—Barney Balaban, president, Paramount Pictures Corporation, last week declared that the company was in the best production position in its history, and stated that the object of a 50 per cent increase in production output would be met.

In attendance at a four-day top-level meeting at the home office were: Y. Frank Freeman, studio head; Adolph Zukor, chairman of the board; Paul Raibourn, vice-president in charge of budget, planning, and television; Austin Keough, vice-president, secretary-general counsel; Russell Holman, eastern production head; George Weltner, president, Paramount International; James E. Perkins, managing director for Paramount, Great Britain, and A. W. Schwalberg, president, and E. K. O'Shea, and Max E. Youngstein, vice-presidents, Paramount Film Distributing Corporation.

A full listing of Paramount's 24-month schedule follows:

Pictures awaiting release: "September Affair," "The Great Missouri Raid," "Molly," "Appointment With Danger," "The Redhead And The Cowboy," "The Mating Season," "Samson And Delilah," "Quebec," "The Lemon Drop Kid," "A Place In The Sun," "Something To Live For," "Ace In The Hole," "Carrie," and "Dear Brat."

Completed or finishing shooting are: "Quantrell's Raiders," "Darling, How Could You!", "Here Comes The Groom," "That's My Boy," "When Worlds Collide," "The Last Outpost," "Warpath," "Fort Savage," and "Submarine Command."

Films which have just gone before the cameras include: "The Greatest Show On Earth," "My Favorite Spy," and "Crosswinds."

Scheduled for future production include: "Detective Story," "The Stooge," "Rhubarb," "Rage Of The Vulture," "Peiking Express," "My Son John," "Aaron Slick From Punkin Crick," "Shane," "Anything Can Happen," "Hong Kong," "Pardners," "Somebody Loves Me," "A New Kind Of Love," "Casey Jones," "This Is Dynamite," "Sapphire Sal," "Night Man," "Famous," "Clarence," "War Bonnet," "Pride Of The Fleet," "The Trial," "The Intruder," "Road To Hollywood," and "The Goddess."

Balaban expressed his deepest regret that Sam Briskin's health prevented him from continuing to carry the heavy load as assistant to Freeman but that he was also glad to hear that Briskin will continue at the studio in some capacity less physically taxing.

Boy Scouts Aides Named

NEW YORK—Sol A. Schwartz, amusement division head, 1951 fund for the Boy Scouts of America, last week named the following chairmen: Bob Mochrie, Andy Smith, Jr., Stewart McDonald, A. Schneider, William Heineman, Bob Weitman, Herman Robbins, Arthur Israel, Michael Edelstein, Mary Tuttle, Charles Feldman, Oscar Doob, William White, Manny Frisch, Grad Sears, James R. Grainger, J. P. Friedhoff, Joe Hornstein, Ben Sherman, Mrs. Edith Marshall, and Sam Goodman.



The New York Film Critics last week awarded its citations for 1950's motion picture "bests" at a cocktail party at the Rainbow Room, Radio City, New York, and glimpsed at the affair are Spyros P. Skouras, president, 20th-Fox, who accepted the award for Darryl F. Zanuck's "All About Eve"; Bette Davis, who received the "best acting" award for her performance in the same picture; Gregory Peck, cited for his role in 20th-Fox's "Twelve O'Clock High," Celeste Holm, and Joseph L. Mankiewicz, who was the winner of the "best direction" award for "All About Eve."

U-I Shows Profit Of \$1,355,886

NEW YORK—Universal Pictures Company, Inc., for the fiscal year ending on Oct. 28, 1950, last week showed a consolidated profit after federal income taxes of \$1,355,886, equivalent, after dividends on the preferred stock, to \$1.14 per share on the 960,498 shares of outstanding common stock, compared with a loss of \$1,125,851 for the fiscal year ending on Oct. 29, 1949.

The consolidated profit before federal taxes amounted to \$2,305,886, representing an improvement of \$3,431,737 over the previous fiscal year.

During the fiscal year ending on Oct. 28, 1950, the company consummated a new bank credit agreement providing for a maximum credit of \$7,900,000 and for periodic principal payments with final maturity of June 1, 1954. The new credit agreement replaced an earlier agreement with the same banks. During the year, the principal amount of the company's indebtedness under these agreements was reduced from \$7,500,000 to \$5,054,000, a reduction of \$2,446,000.

Admissions Taxes Drop

WASHINGTON—A considerable drop in admissions during November was noted in last fortnight's report of December tax receipts by the Bureau of Internal Revenue. Collections for general admissions taxes, approximately 76 per cent of which are credited to film theatres, were \$26,622,500 in December on November business, a decline of \$6,891,499 from the \$33,513,950 collected in the same month of the previous year. The figure is \$7,851,229 less than the \$34,473,730 collected in November for October admissions, November, 1949, collections were \$34,306,573.

Indes Gets More Licenses

NEW YORK—SIMPP President Ellis G. Arnall announced last week that 10 additional import licenses for independent producers have been granted for Western Germany, making the total 20 for the year.

Blumberg Contract Up At U-I Meeting

NEW YORK—Universal-International stockholders, who will meet in Wilmington, Del., on March 14 to elect 13 directors, will also be asked to okeh a new contract for N. J. Blumberg, president, and to approve the naming of independent public auditors for the current fiscal year, it was learned last week.

The new pact, entered into on July 1 for five years, calls for a weekly salary of \$1,500 plus traveling and living expenses for Blumberg and his wife, when she is accompanying him while traveling on business. The company has also agreed to pay Blumberg or his wife or his estate \$1,000 weekly for five years from Jan. 1, 1956, or earlier if the pact is terminated by death or disability. During the additional five years from Jan. 1, 1956, Blumberg would render consultative and advisory services on a non-exclusive basis, but would be permitted to accept other employment, including posts in the industry. This provision was put into the contract in consideration of voluntary reductions by Blumberg in salary in the past and in order to assure the continuation of Blumberg's services.

Directors nominated by management are Robert S. Benjamin, Blumberg, Preston Davie, John G. Eidell, Albert A. Garthwaite, William J. German, Leon Goldberg, R. W. Lea, J. J. O'Connor, J. Arthur Rank, Budd Rogers, Daniel M. Shaeffer, and G. I. Woodham-Smith.

Remuneration paid directors, officers, and others whose remuneration exceeded \$25,000 were listed as Benjamin, \$34,800; Blumberg, \$78,000; J. Cheever Cowdin, \$63,115; O'Connor, \$44,200; Goldberg, \$42,250, and William A. Scully, \$65,000.

Miss Clancy Mourned

NEW YORK—Margaret J. Clancy, for the past 18 years executive secretary to Spyros P. Skouras, 20th-Fox president, died suddenly last fortnight of a heart attack. She had been with the organization for over 30 years.

Allied Bulletin Raps Some Newspaper Critics

WASHINGTON—In a bulletin last week, Allied States Association called to task motion picture reviewers who have "been steadily edging upstage, and now have gone so far they have lost contact with the great majority of moviegoers."

Citing as an instance "At War With The Army", Paramount release, which has been doing an outstanding business, Allied said it was thinking of starting a scrapbook, pasting on opposite pages some of the sour technical reviews and the tradepaper reports of boxoffice performance. It asked exhibitor units in key cities to do likewise with respect to local papers.

The bulletin also pointed to the fact that as a communications industry, motion pictures were exempt from price control legislation, and that in the future this should stand in good stead in controversies over taxation, censorship, and other forms of unfair legislation.

PHYSICAL THEATRE



Andrew W. Shearer

EDITOR

*Devoted Exclusively to the
THEATRE STRUCTURE
— its Design, Construction,
Furnishings, Maintenance
and Specialized Equipment
— with a Special Section
Devoted to Drive-In Theatres*

VOL. VI, No. 2

FEBRUARY 7, 1951

THE DEEP AND COZY AUDITORIUM of the Beverly Hills, Dallas, is air conditioned by two 25-ton evaporative cooling units. The cooled air supply is drawn to the two controlling grilles on either side of the proscenium from whence it is projected toward the rear of the house for overall comfort.

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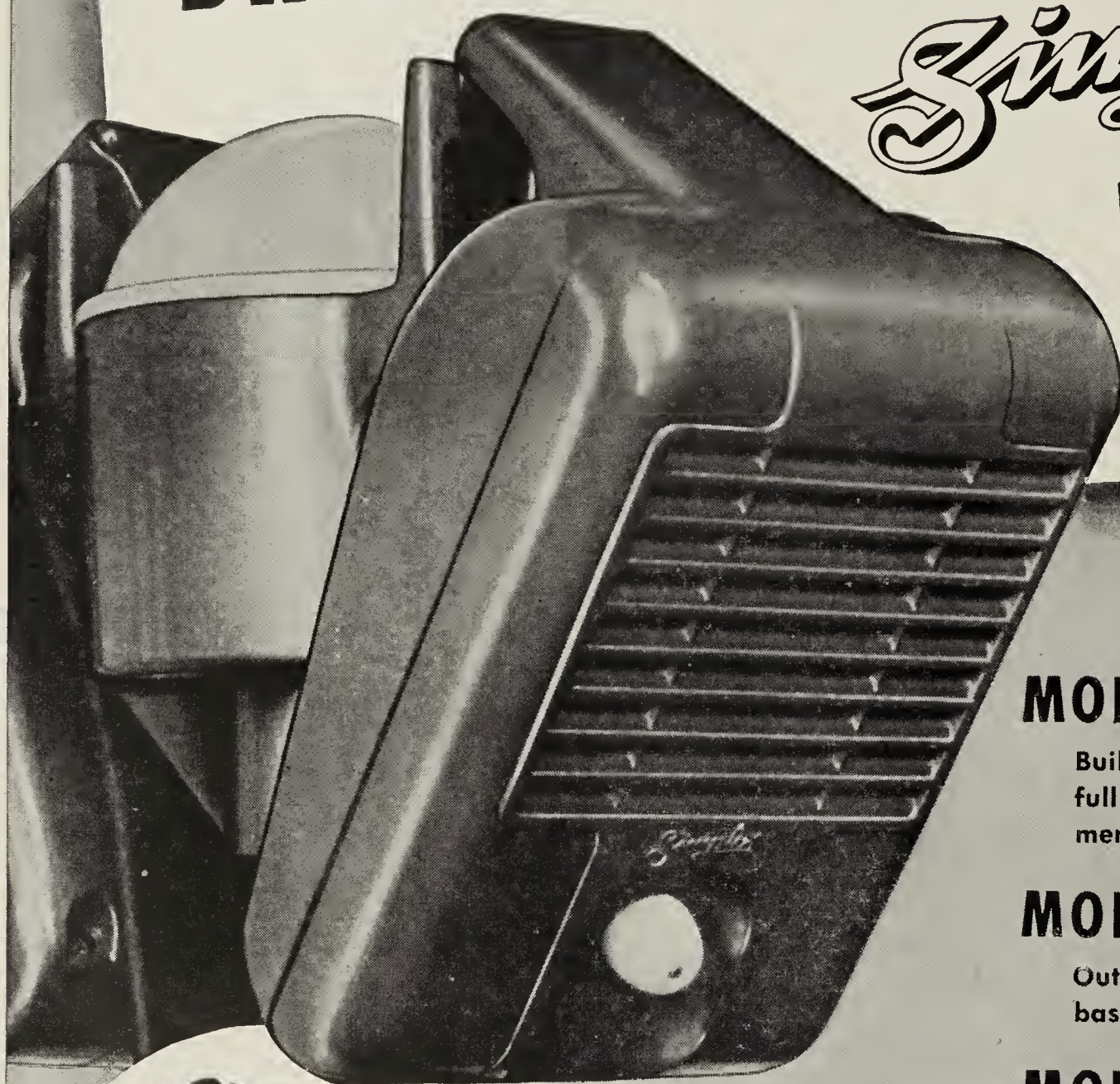
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MEN AT WORK.....	Page 12
DRIVE-IN BECOMES CONCERT HALL.....	Page 19

MORE

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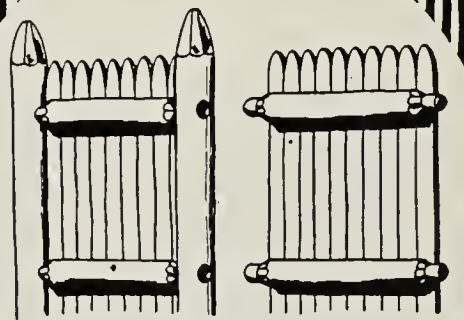
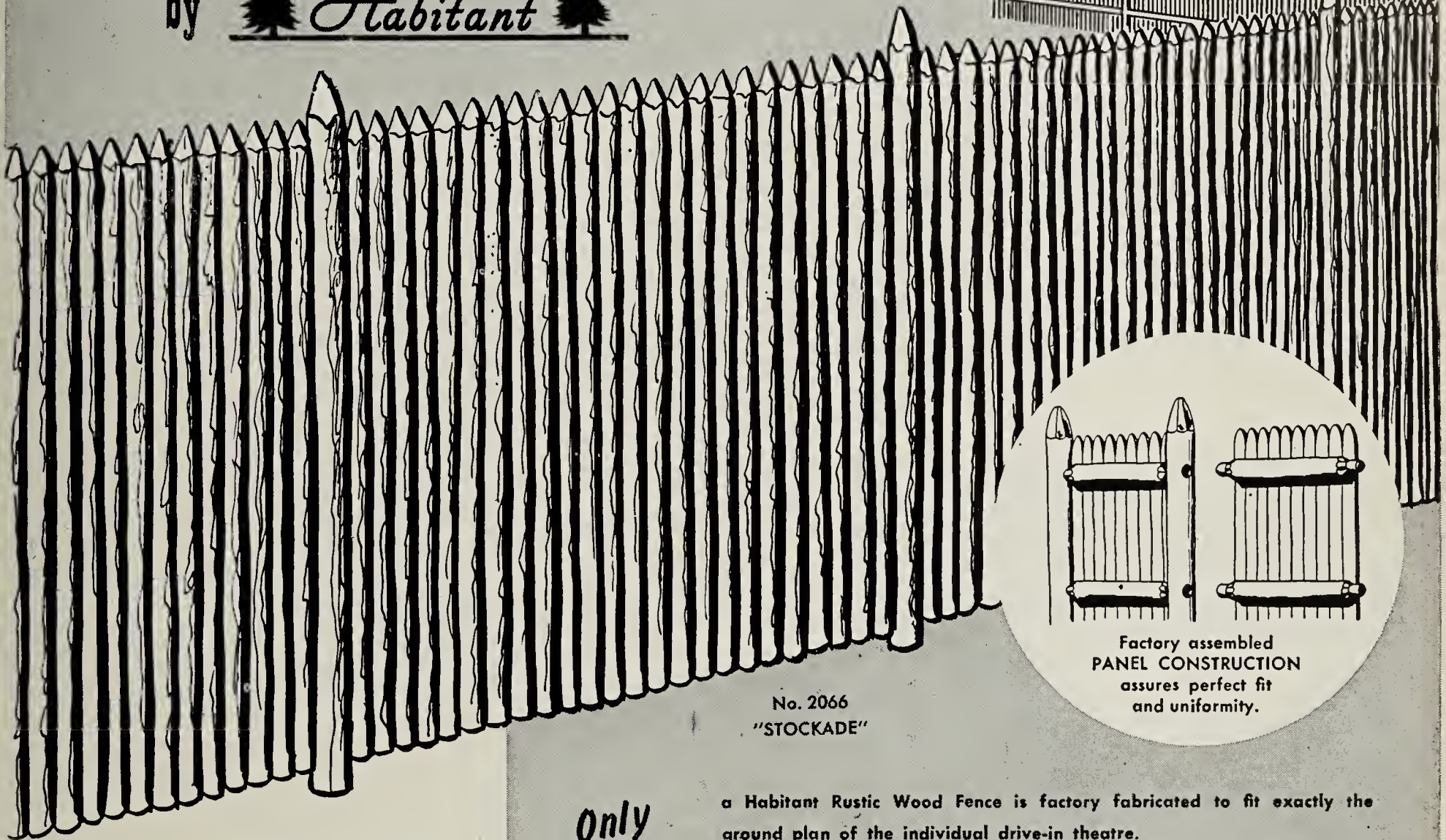
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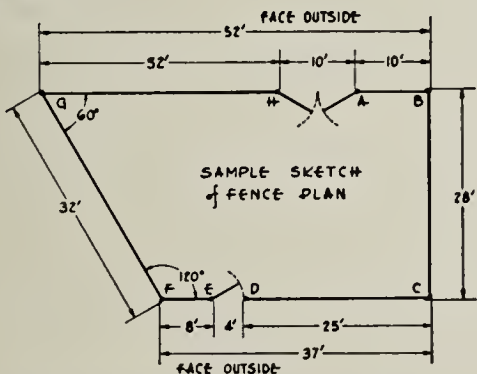
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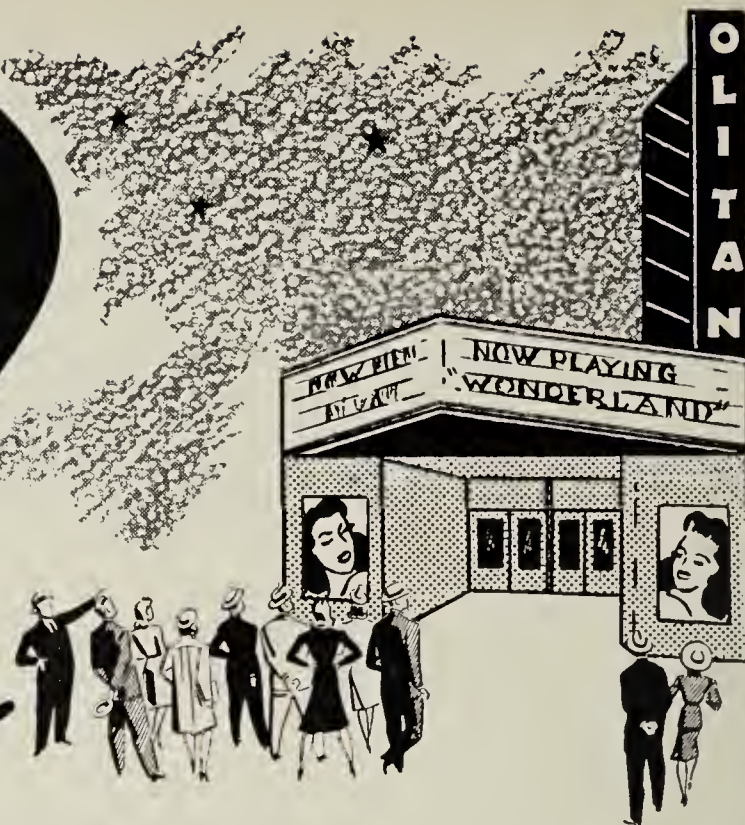
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On The Line

Equipment Feels The Pinch

FOR THE second time in a decade the theatre equipment industry faces the harassing problems that mobilization for war inevitably brings in its wake. Many manufacturers are painfully reminded that only a few years have elapsed since they last shouldered the burdens, restrictions, and shortages of an all-out conflict which was supposed to insure forever the stability of the Four Freedoms. Although they had relatively little to work with and oftentimes unskilled help, the companies who produce the theatre's physical accoutrements somehow miraculously managed to furnish enough replacement parts and fine service so that not a single house, to the best of our knowledge, was compelled to shut down during World War II for lack of equipment. Thus, the movies, due in large part to the efforts of the equipment men behind the scenes, were able to play the leading role they did in keeping morale high on both the civilian and military fronts.

TRAGIC though it may seem, the industry, along with the rest of the country, must now re-arm to face a new and even deadlier foe. This can only mean, among other things, as a group of prominent equipment manufacturers stated recently in Washington, federal controls over materials for all 35mm motion picture equipment. Eventually, of course, government restrictions will probably be extended over many other types of materials used in theatre appurtenances, such as wool for carpets, nickel for candy counter trim, steel for seats, etc. Even at the time of this writing serious prolonged delays in deliveries of copper and steel are being felt, and the aluminum situation is causing considerable alarm in some quarters. Another dreaded future possibility lies in the prospect of a government order restricting the use of a chemical deemed by many to be indispensable in the production of acetate safety film.

THESE problems and their effects on the theatre equipment industry have been brought to the attention of and discussed with the National Production Authority. Some manufacturers have even gone so far as to state that production of theatre equipment may be seriously curtailed unless definite assurances are given concerning the supply of vital materials. In this regard, it was pointed out that critical materials shortages have developed in spite of the fact that approximately only 10 per cent of equipment costs goes into materials, while 90 per cent is for labor, and that only a comparatively small proportion of the strategic materials needed for all-out defense production is required for the making of film equipment. In short, it is feared by some that unless just allowances are made for the industry under government curbs, such as that on cobalt, which went into effect February 1, far-reaching catastrophic results may occur.

LUCKILY for the industry, NPA's motion picture division is headed by Nate Golden, a staunch friend of long standing who fully appreciates and sympathizes with the problems confronting the equipment business in the current emergency. Naturally, defense needs must come first, but industryites have come to learn through experience that they will get as fair a deal as possible with Golden as their government spokesman. On many occasions he has shown that he has the industry's best interests at heart and will do everything in his power to see to it that his ward's problems are granted the utmost consideration.

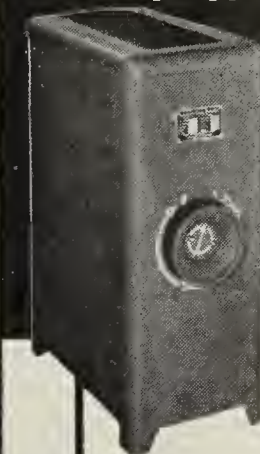
UNDER the present circumstances, it may seem difficult for equipment manufacturers to find much cause for hope in the materials outlook for 1951 and an undetermined number of years ahead. However, bleak pessimists should recall that the vast majority of manufacturers were able to remain in business during the dark days of World War II. Furthermore, although controls over materials are undoubtedly going to be tough, there is a good chance that restrictions (scheduled to go into effect March 1) on the use of copper, for example, in non-essential items may actually increase the supply, and an expansion of aluminum production seems certain. Finally, the industry may well look to its own vast resources of ingenuity to find ways and means of substituting non-critical materials in the manufacture of certain types of equipment.

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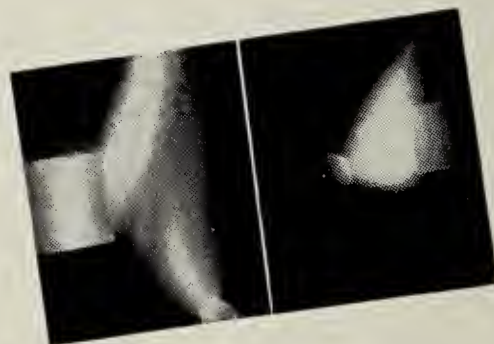
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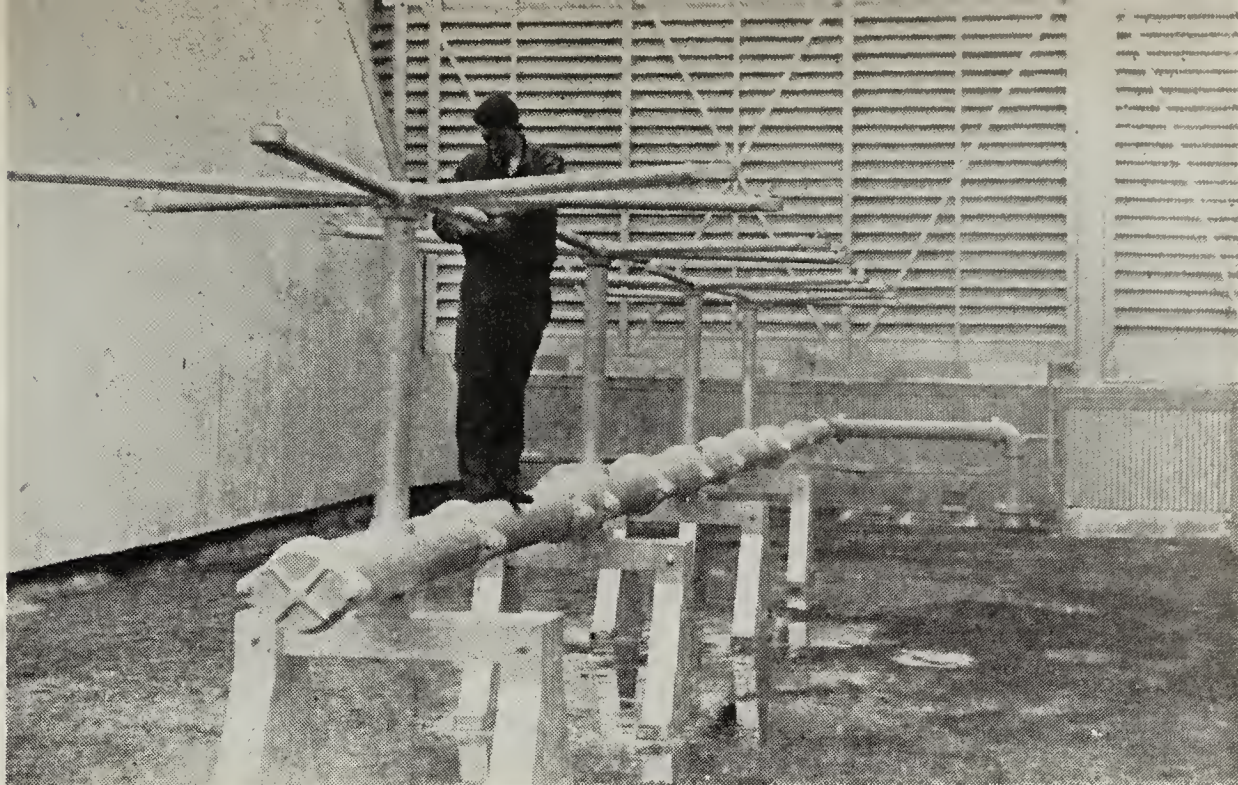
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PHYSICAL THEATRE

VOLUME VI

NUMBER 2

February 7, 1951



HUGE QUANTITIES OF WATER are required to absorb the heat of the compressor action in large central plant air conditioning systems. Shown above is a cooling tower able to spray and cool 900 gallons per minute. Such cooling towers merit constant attention because of their open exposure.

Basically speaking, every cooling plant comprises two main cycles—the air cycle and the refrigerant cycle. Since identical maintenance suggestions are applicable to all ventilating systems, with or without refrigerants, the air cycle will be discussed first. This cycle is simply a duct system delivering cleaned air pumped by a fan to those localities to be cooled.

The fan is usually set up to pull fresh air in from the outside through a set of filters, which remove dust and soot; to push the air over the cooling coils, where it is lowered in temperature and moisture removed (dehumidification); and to propel it through the duct system into the auditorium, lobby, lounges and other theatre rooms.

In a majority of systems there are also return air ducts, which permit the re-use of some or all of the previously cooled air. On days when Old Sol is throwing down a barrage of heat, some savings can be effected by closing the fresh-air intake and re-circulating the inside air until the interior is cooled to the desired temperature. But, it must be borne in mind that, in order to dispel sweaty odors, and return oxygen to the used air, some fresh air must always be on its way into the occupied house.

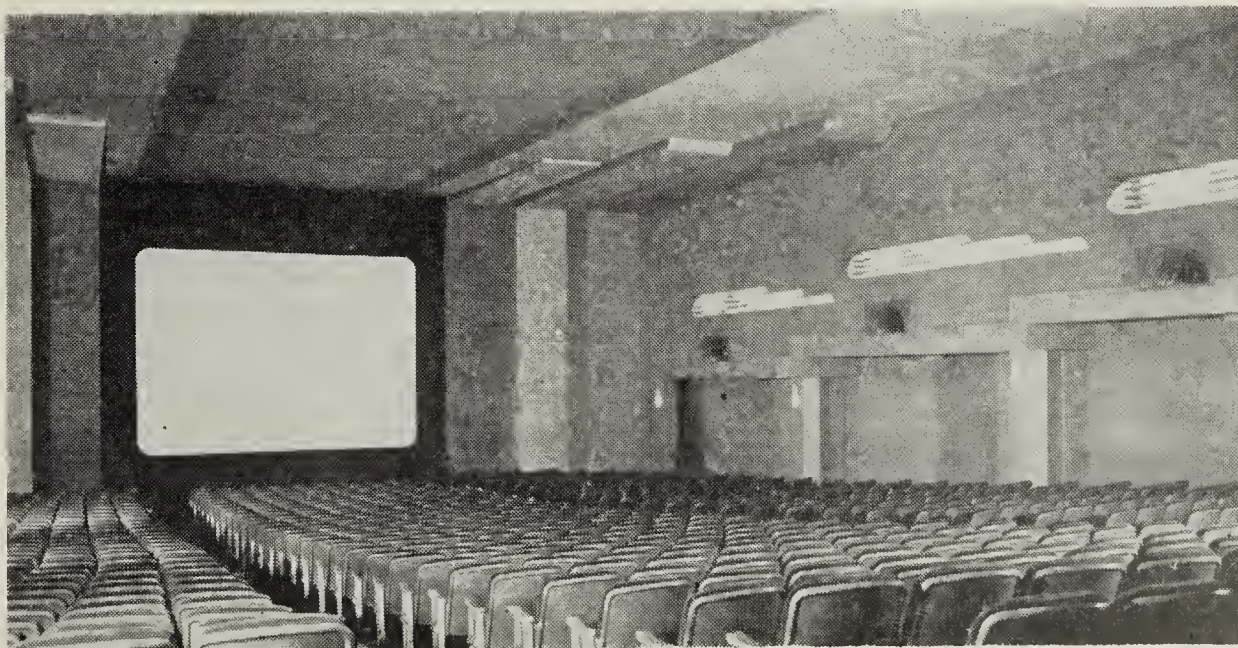
Care of the Fan

Particularly important is the care of the fan—the most vital part of the air cycle. Periodically the blades should be scraped with a wire brush, removing rust and other surface soil. Then, for durable paint adhesion, the metal should be treated with a phosphoric acid metal cleaner, and then painted with red lead or zinc chromate before the application of the final heavy protective coat of paint. This identical treatment should be given the fan casings and any other metal parts of the system. In addition, bearings should be kept clean and lubricated with a dirt-free oil or grease, as specified by the manufacturer.

The main obstacles to good operation of the fan are corrosion, wear, and poor lubrication. Regular inspection should be made of the fan assembly, and evidence of damage from corrosion or vibration looked for carefully at this time. Lubrication should also be checked at every inspection. The motor should also be

Cooling System Maintenance

Practical Guidance On Good Housekeeping For Steady Operation And Maximum Equipment Life



EFFICIENT AIR DISTRIBUTION, as seen in the top photograph, is an important part of any cooling or heating installation. Distributed through ceiling outlets and expelled at several places near the floor, a draftless and even temperature will result. Above.—WALL-TYPE DIFFUSERS combine well with distinctive lighting fixtures to produce modern design effects and good air circulation.

checked at frequent intervals in a search for signs of trouble.

CASE HISTORY: A theatre manager called up a theatre maintenance engineer and began grumbling about an exhaust fan in his house. For the life of him, he couldn't figure out why the darn thing didn't blow out more air. He had fiddled and tinkered around, looking for stoppages in the louvers and duct work, but, even after this assault, he was still up a blind alley. Bitter and frustrated, he requested the engineer to speed up the fan and said that he would rather be responsible for the price of a new motor—and pulley and belts—than be needled by his present limpid setup.

When the theatre maintenance engineer made his examination he found that there were no stoppages. Further detective work uncovered the startling evidence that the fan was running backwards and had been on this binge for the past eight months! That long ago the motor had been overhauled and two leads in the motor switch-box had gotten mixed up. By interchanging these, the engineer soon had the fan running in the right direction and properly ventilating the house.

Belts

Most fans are belt-driven. In order to prevent their rapid deterioration, the belts must be kept taut and absolutely free of grease and oil. Loose belts are taken up by sliding the motor to a point where no more than one-half inch of play is discernible when it is pressed by a finger.

A handy rule of thumb to remember when tightening a V-belt is that a slack belt will feel dead to a hand thump and that a correctly tensioned belt will feel springy and lively. In plants where multi-belts are used, some belt manufacturers suggest that the position of the belts be rotated to insure longer life.

Care, however, must be taken when removing or installing belts to make certain that they are not too taut. Undue strain will break the outside strands. All belts are supplied with the manufacturer's name and belt size printed on them, usually in the form of code numbers. This data should be filed away to facilitate replacements.

CASE HISTORY: Late one sultry Saturday afternoon, the telephone jangled, and at the complaining end was another distraught theatre manager. He was so excited that he could scarcely relate the fact that a set of belts used to run an air-conditioning compressor had become overheated and burst into flames. In a short time, the theatre maintenance engineer was on the spot with knowledge, experience, tools and aspirins.

Things could have been worse. The compressor room was well-aired; no smoke had seeped into the public sections of the house. And nobody, with the noticeable exception of the manager, was in a panic. Here was the situation. The belts, of wartime vintage, had been allowed to become loose. Resultant friction from slippage had set them on fire. A set of spare belts in the engineer's kit soon remedied the defect and the air was cleared and freshened in a matter of minutes.

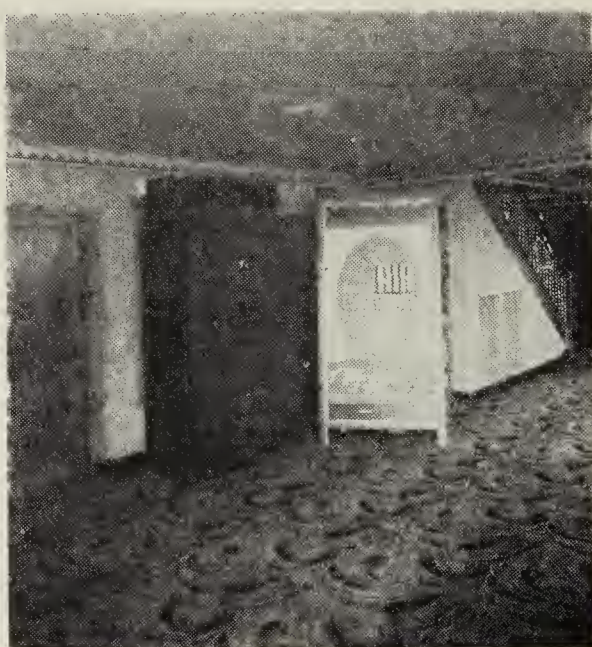
Air Ducts

It is extremely important that air ducts be checked periodically for loose connections and loose insulation. Access

holes should be put into the ducts for the periodic removal of dust. This last, more than being merely good housekeeping, eliminates a very serious fire hazard. And last, but not least, fire dampers should be looked into similarly for proper closings.

CASE HISTORY: In a theatre in South Philadelphia, a sudden rash of flickering spots on the screen evoked visions of fire in the minds of some 20 of the 200 members of the cinema audience. They promptly tumbled out of the nearest exits. One of the safety-minded customers telephoned the Fire Bureau; and a few moments later two fire companies shrieked to a stop outside. Finding the show going on as usual, the disappointed firemen wanted to know what the fuss was all about.

By a grotesque coincidence, turning on the air-conditioning system for the season created clouds of dust, which, when reflected on the screen, made the place look highly combustible, the manager told them. Here, dust had become a potential instigator of panic.



PACKAGED UNITS in various sizes are compact and easy to maintain. Here is a typical zone-controlled unit placed in the standee section.

Filters

Air filters are a necessary component of the air cycle. There are two types of filters—the throw-away type, which is discarded after usage, and the permanent, all-metal type. The latter, although it costs three-and-a-half times as much as the throw-away, is the best buy. It will prove to be the most economical throughout its five-to-ten year lifetime.

And remember, it costs money to tear down a system. This is necessitated most frequently by dirt in the filters. Properly cleaned, and they can be cleaned, using the right tools and the right technique, the permanent type will justify its original cost.

Some Theory

The refrigeration cycle revolves about the compressor, condenser, liquid receiver and cooling coils, plus the various conducting gas and liquid pipe lines. The compressor, the heart of the refrigeration cycle, pumps the hot gas or refrigerant at high pressure through the discharge line to the condenser.

The outside of the condenser tube wall is cooled by water, which condenses the hot gas in the tube to a liquid, at high

pressure. This liquid flows to the receiver and thence through liquid lines to expansion valves, which, essentially, are needle valves. The valves allow only a small discharge of the refrigerant to flow through the cooling coils or evaporator. Here pressure is reduced. The liquid expands, becomes gas, and the temperature drops.

As the refrigerant comes through the cooling coil, it is vaporized by the heat of the coil. (The heat is from the air of the theatre, the air that will be redistributed.) This gas flows back to the compressor through the suction line, and the cycle is repeated.

The Compressor

The compressor is the most vital part of the entire cooling system. It requires experienced, intelligent handling. The crankcase of most compressors is fitted with an oil-level gauge or bullseye. The crankcase must hold just the right amount of oil. Too little oil will cause the bearings and other moving parts to bind. This condition, of course, will occasion excessive wear and overload on the motor.

On the other hand, over-filling of the crankcase will cause slugs of oil to be tossed about—and pounding. A noisy condition will result too, from broken compressor valves. These can be detected by testing for temperature differences in the cylinder heads.

The Condenser

Heat removal is the condenser's job. The heat must be taken away from the refrigerant in order that it can be converted from a gas to a liquid. There are three types of condensers: air, water, and evaporative. In theatres, the evaporative type is used most commonly.

Since it combines the functions of the air and water types, the evaporative condenser is similar in its maintenance needs; and tips for its care will apply to all three types. The evaporative condenser takes away large quantities of heat by using very little mechanically circulated water and air. As a result, less power is required to run the system.

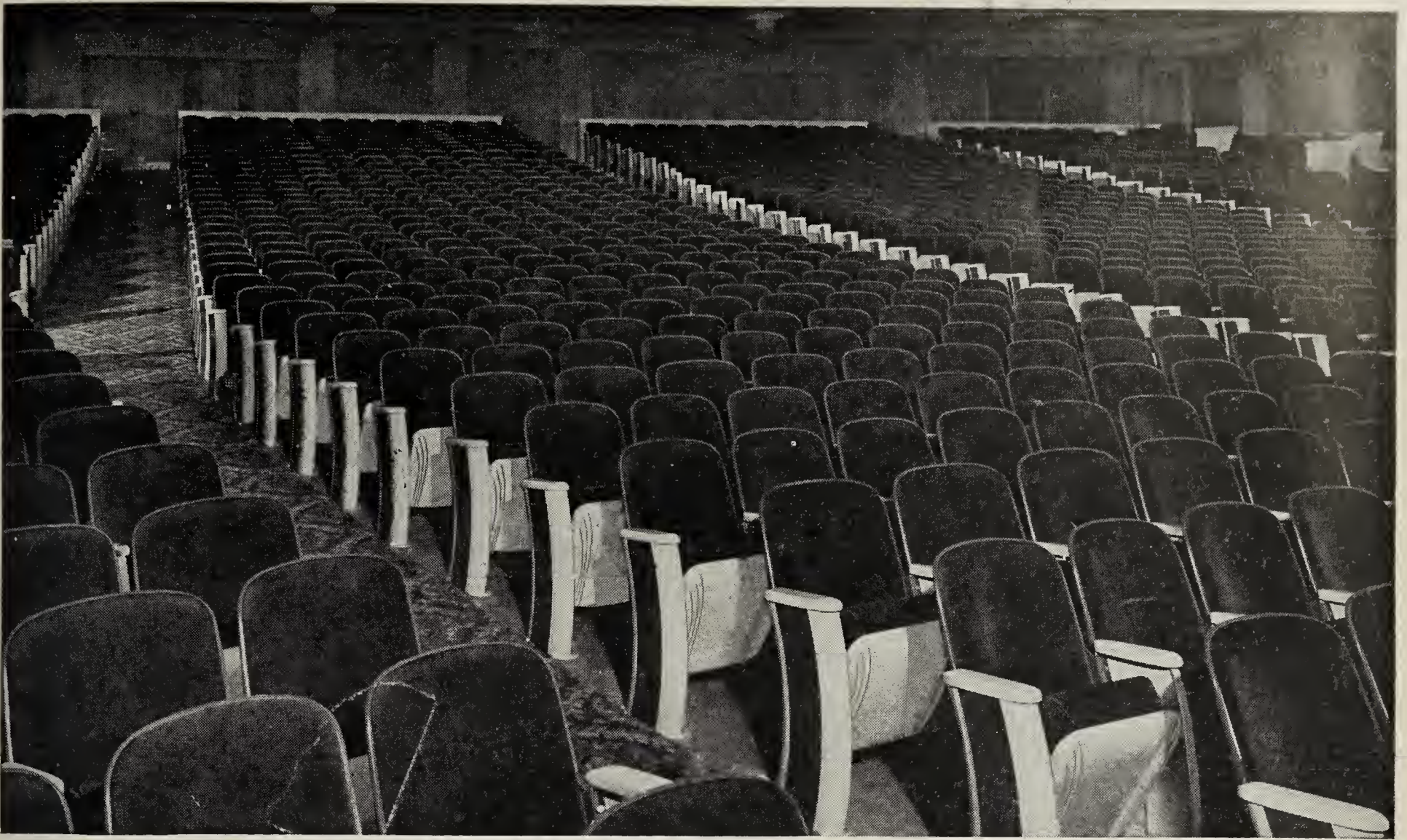
To get the utmost out of this most efficient piece of apparatus, it is good practice to treat the water with a softening solution. This will help to keep the solid matter from forming scales on the coils. A shortage of water over the coils will cause high head pressure and short cycling.

Short cycling can be due to dirt in spray heads, to a stoppage of the circulating pump on the condenser, or fans, strainers, and coils. It is difficult to over-emphasize the importance of keeping the cooling coils, over which the air is passed, free from dust and dirt. Dirt acts as an insulation. A heavy crust of it can be removed properly only by using a high-pressure spray treated with a cleansing agent.

Care, too, should be exercised in seeing to it that the condensation pans drains are open. Stagnant pans will give off unpleasant odors. And an overflow would be damaging to the building.

CASE HISTORY: During a hot spell, the

(Continued on page PT-21)



Palace Theatre, Youngstown, Ohio Re-seated with Heywood-Wakefield Comfort

Heywood-Wakefield TC 700 Encore Chairs were selected for re-seating the spacious orchestra of the Palace Theatre. The chairs have sponge rubber toppers in the seats, and are upholstered and finished in colors to harmonize with the theatre decor.



“Careful Investigation Convinced Me”

“Because re-seating the Palace was a sizable undertaking,” says E. C. Prinsen, co-owner, “we made our decision with great care. First-hand inspection of the Heywood-Wakefield factory and construction methods convinced us that they were well qualified to meet our special installation problems without loss of playing time. Their performance proved we were justified—and our patrons’ comments show we made the right choice on the score of comfort.”

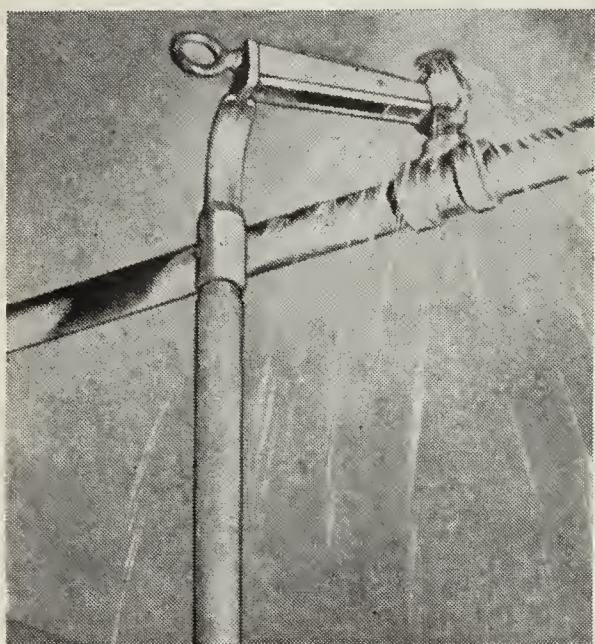
HERE IS additional evidence from the experience of seasoned theatre-owners that Heywood-Wakefield seating is a profitable choice for added comfort. Equally important is the kind of know-how and co-operation you can expect from Heywood-Wakefield representatives such as the Hughes-Ogilvie Co. of Pittsburgh, who made this Palace installation.



Theatre Seating Division
MENOMINEE, MICHIGAN
 Sales Offices in Baltimore, Boston, Chicago, New York

NEW PRODUCTS

... that have theatre interest



Sprinkler Stopper

A new device to stop property damage by water from sprinklers, after a fire has been extinguished or in case of mechanical failure, has recently been put on the market by the Sprinkler Stopper Company. This sprinkler stopper is said to be a simple unit which fits on the end of a short pole and is easily inserted in the "ring" of the sprinkler to shut off the water at the point of flow immediately. Rugged and uncomplicated, it is claimed that the device is essentially a wedge with a three-layer rubber diaphragm of scientific construction which covers the outlet, pressure being maintained by a fool-proof mechanical spring ingeniously incorporated in the assembly. The sprinkler stopper is reportedly put in place by firemen who respond to an alarm or by other personnel.

According to the manufacturer, the unit makes it possible to shut off the water in an area where the fire has been extinguished, preventing further damage to property, without interfering with the flow in other areas where it may still be needed. Furthermore, the fact that the device is attached to a pole is alleged to make it easy to remove. The water may reportedly be made to flow again in seconds. The dangling pole also serves notice that the sprinkler is temporarily out of operation, according to the company.

Fire Protection System

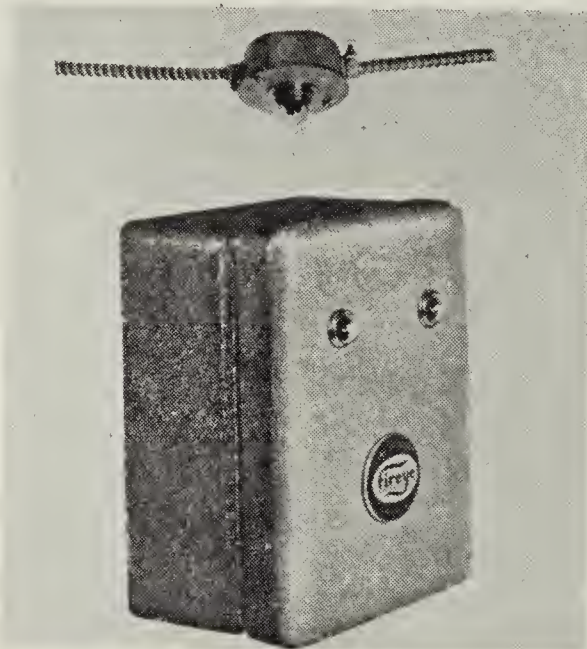
A new fire protection system, recently placed on the market by Fireye Corporation, is said to present a revolutionary development in fire detection because it actually "sees" fire without depending on heat, smoke, or other indications, according to the manufacturer.

Reported to operate on an ingenious photoelectric principle, the unit is alleged to provide complete coverage throughout a room or fire zone and to detect even the smallest fires while ignoring extraneous light of any intensity, such as the sun or artificial illumination.

The device is said to offer a unique self-

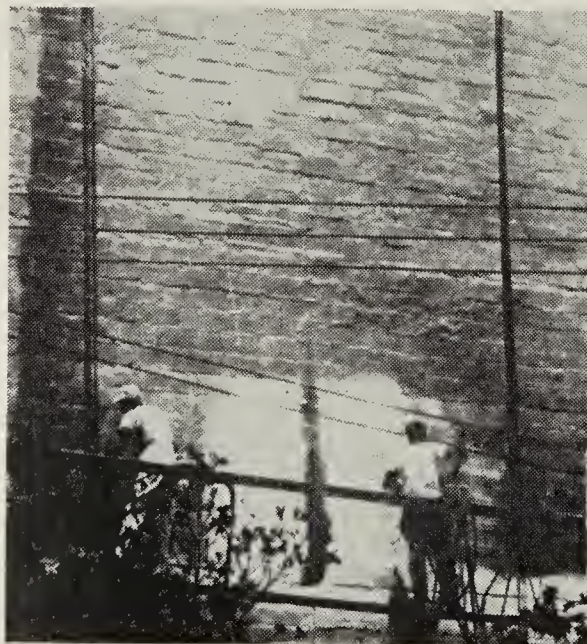
monitoring feature to furnish complete assurance that the equipment is operating and in constant readiness to detect fire. It is claimed that an electrical pulse of sufficiently low intensity to prevent a fire alarm indication is continuously applied through all circuits. According to the company, the loss of this signal from any wiring or component failure will actuate a relay to give a distinctive trouble warning.

The system is said to be designed for ease of installation in industrial and commercial areas, homes, air conditioning duct systems, etc. It is claimed that connections may be made to a wide variety of existing alarm and automatic extinguishing systems.



Roof Coating

A long-lasting protective coating for roofs subject to rugged weathering and manufacturing conditions, produced by R. M. Hollingshead Corporation, is reportedly easy to apply with a low-cost material based on protective Vinylite resins. Sprayed on roofs and walls, the coating is said to dry in about 20 minutes. It is alleged



to be resistant to moisture, abrasion and most acid fumes, and will not support combustion. Inherent tensile strength and elasticity enable the coating to withstand severe temperature changes, according to the manufacturer.

It is claimed that this material can be used to repair old roofs built up with pebbles, or for new roofs to seal cracks before the final coating. It can also reportedly be used to seal rough walls or sprayed on a felt or pitch roof. Possessing good insulating properties, it is claimed that this material can be applied with a minimum of skilled labor, making use of standard pressure spraying equipment.

Non-Glass Mirror

A new unbreakable, non-glass mirror, which reportedly can be used everywhere glass mirrors are now used, may, it is claimed, be cut into circles, squares, arcs, and beveled forms. Furthermore, it is said to be available in silver, gold, pastels, and many other colors.

Where exquisite beauty is the fashion keynote, it is alleged that the "magic" mirror enriches the appearance of interior decorations in bars, yachts, lobbies, theatres, and homes with magnificent depth of reflection.

According to the manufacturer, the mirror is made from Plexiglass, Lucite, and a third material which, by an exclusive patented process, creates a surface less susceptible to abrasion or scratching, ruling out distortions. The sheets of the "magic" mirror reportedly are gauged from .060 to .50 and can be made up to one inch thick.



NTS Holds Cleveland Meeting

NEW YORK—New products and services to be offered to exhibitors in 1951 will be the keynote of the first of a series of district sales meetings of National Theatre Supply representatives to be held at the Hotel Hollenden, Cleveland, O., February 8 and 9.

The program for the Cleveland meeting is being arranged by J. W. Servies, District Sales Supervisor for the Mid-West, and the sales personnel attending will include the branch managers and salesmen from Indianapolis, Cleveland, Detroit, Cincinnati, Buffalo, and Pittsburgh branches.

Those attending from the company's executive offices in New York will be W. E. Green, President; J. W. Servies, District Supervisor; W. J. Turnbull, Sales Promotion Manager; and J. E. Currie, Drive-In Theatre Department Manager.

The new American Bodiform Retractor

UNEQUALLED FOR COMFORT • FOR BEAUTY • FOR CONVENIENCE • FOR DURABILITY



★ Silent swing-back retraction

★ Automatic $\frac{3}{4}$ safety-fold

★ Long-wearing mechanism

★ Minimum housekeeping costs

American Bodiform
Retractor 20-001
with No. 128
Aisle Standard



Empty seats assume
 $\frac{3}{4}$ safety-fold

FIRST IN THEATRE SEATING

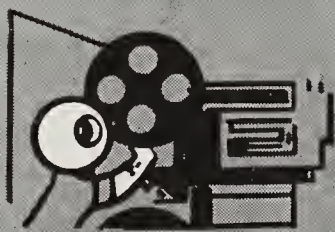
American Seating Company

WORLD'S LEADER IN PUBLIC SEATING

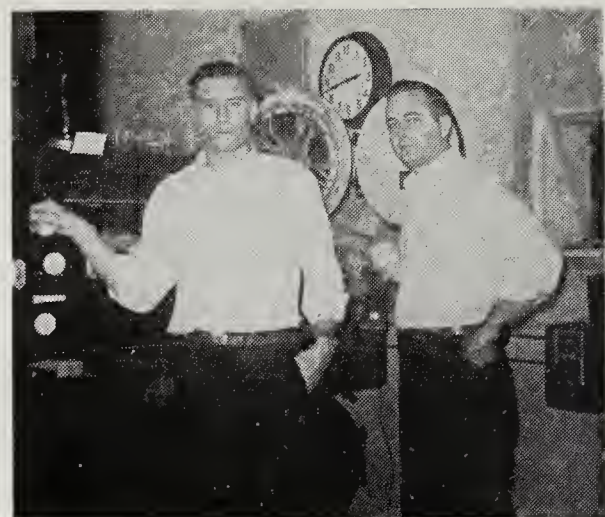
Grand Rapids 2, Michigan • Branch Offices and Distributors in Principal Cities
Manufacturers of Theatre, School, Church,
Auditorium, Transportation, Stadium Seating, and Folding Chairs

PORTHOLE SHOTS

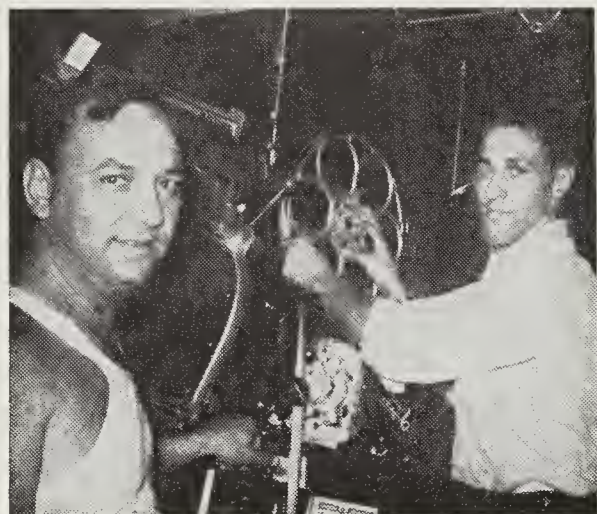
... of the Men who run the Show



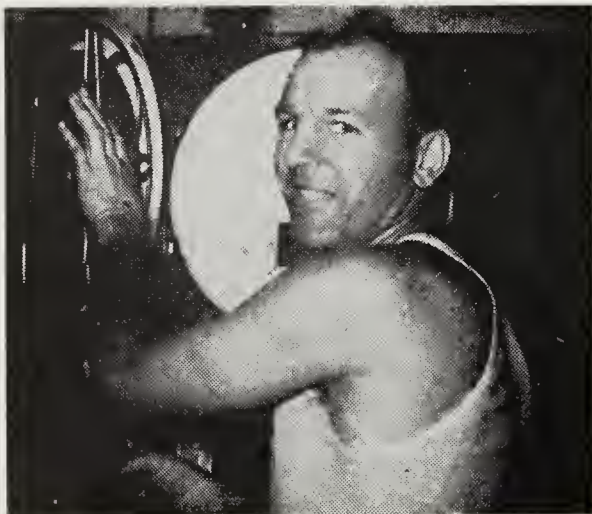
MEN AT WORK is a continuing regular department of each issue of **PHYSICAL THEATRE**, designed to give a "curtain call" to the many worthy and industrious tradesmen who seldom receive public acclaim. Among them may be numbered the projectionists, some of whom are pictured here. Various others will appear from time to time.



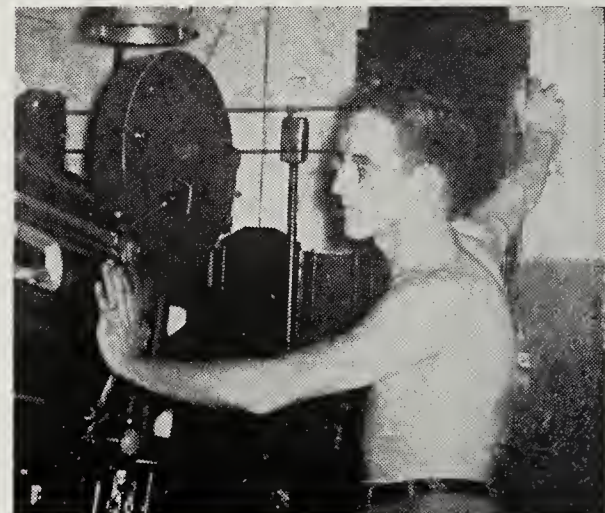
Poul E. Hughes, left, and J. W. Campbell are pictured in the booth of the Avon, Savannah, Ga. Both of them enjoy their work and look forward to a good many more years in the business.



Louis Perrone, left, and Sal Catania are pictured above in the booth of the E. M. Loew, Hartford, Conn. Perrone has been operating for six years, while Catania is a non-union apprentice.



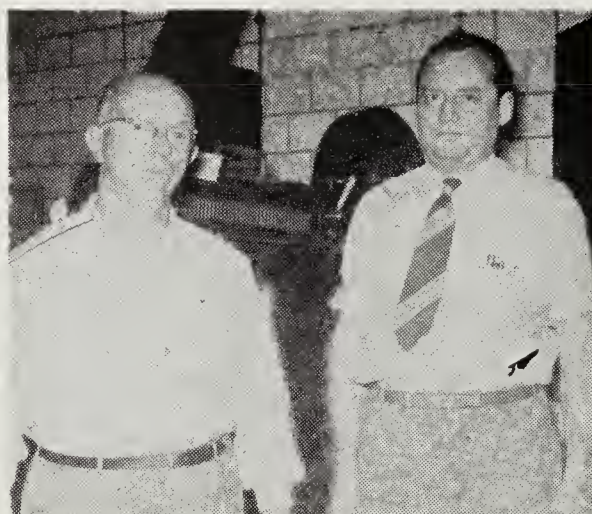
Eddie Beams, projectionist at the Liberty, Freehold, N. J., has been pursuing this profession off and on for the past decade and has been at it continuously for the past four years or so.



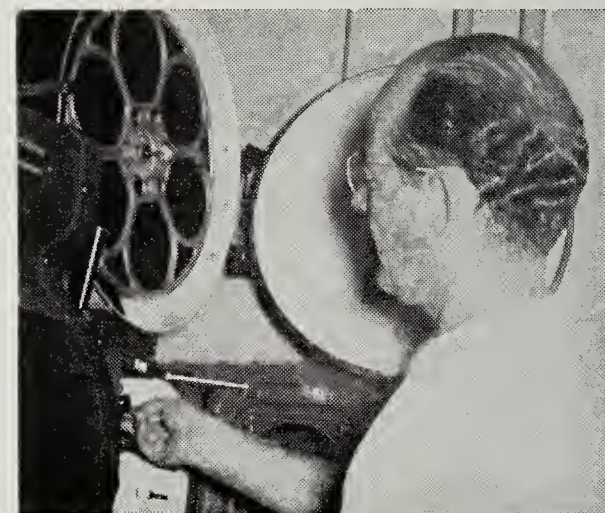
Howard Ross, "swing man" for Local 574 in Greensboro, N. C., is a native of Denton, Tex., but he liked the former town so well that he remained there after his discharge from the Army.



Charles Sullivan, left, and John Sliwowski form an efficient operating team at the Capitol, Worcester, Mass. The latter has quite a few years of experience chalked up to his fine credit.



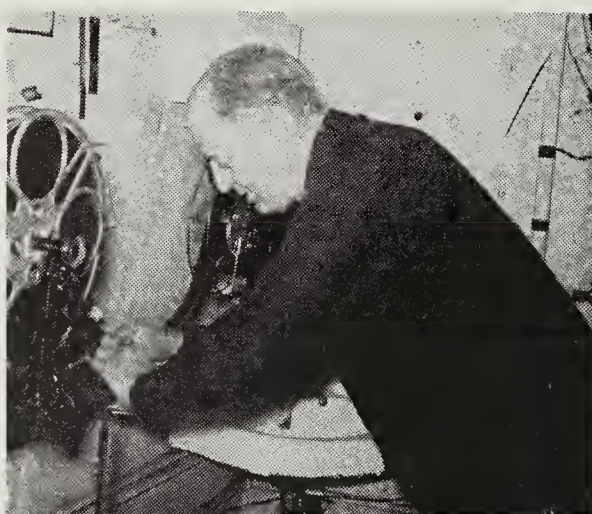
L. E. Dolbee, left, and Charles Krause operate the machines at the Uptown, Kalamazoo, Mich. Dolbee has been at the game for 36 years, while Krause has 25 years of service behind him.



J. Bryan McGee, projectionist at the Beacham, Orlando, Fla., is a former resident of Nashville, Tenn., and has been in Florida for the past 21 years. He plans on remaining some time.



Don Wilmoth, left, projectionist at the Sky-Way Drive-In, Oak Ridge, Tenn., dropped in at the Stewart Drive-In, Atlanta, and is pictured in the booth with projectionist D. H. Ergle.



E. S. Gatlin, shown here busily rewinding a reel, is a projectionist at the Ritz, Columbia, S. C. Although he has been in the business a good many years, he still gets a kick out of the job.



Frank Jones, who is a projectionist at the Howard, New Haven, has been operating for 20 years or so. His father, M. E. Jones, operates at the Paramount in the same city, thus a family tradition.

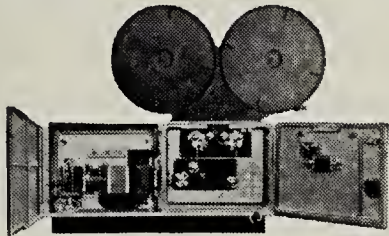
FOR STUDIOS EVERYWHERE

Western Electric Recording Equipment

If you need	35 mm and 16 mm		35 mm and 16 mm	
	VARIABLE AREA DIRECT-POSITIVE PHOTOGRAPHIC	VARIABLE DENSITY NEGATIVE-POSITIVE MAGNETIC	100 MIL STANDARD 100 MIL PUSH-PULL 200 MIL PUSH-PULL	MAGNETIC PHOTOGRAPHIC
	RECORDING EQUIPMENT		RE-RECORDING EQUIPMENT	

Western Electric has developed it and Westrex can supply it!

RECORDING EQUIPMENT



Westrex offers Western Electric photographic recording equipment, available for either area or density recording for outstanding results by either method. The complete line includes systems ranging from a single-film newsreel to deluxe equipment for large studios.

RE-RECORDING AND SCORING CONSOLES



Six models of the Western Electric and Westrex re-recording and scoring consoles are available. These consoles have been designed to fill the needs and meet the budgets of studios throughout the world.

RE-RECORDERS

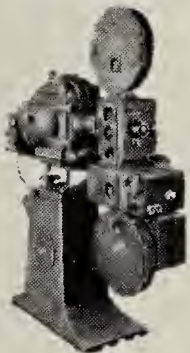


This line provides facilities for 35mm and 16mm, 100 mil standard, 100 and 200 mil push-pull photographic, and also for magnetic film recordings.

**... FOR THEATRES OUTSIDE
U.S.A. AND CANADA**

Westrex Theatre Sound Systems

SOUND AND PROJECTION SYSTEMS



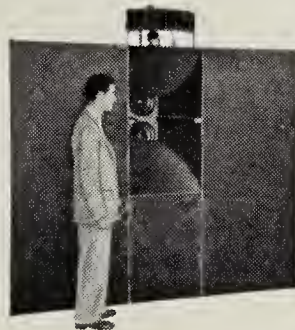
The Westrex Master, Advanced, and Standard Sound Systems are designed to serve every theatre, large or small, and feature the Western Electric Hydro Flutter Suppressor.

AMPLIFYING EQUIPMENT



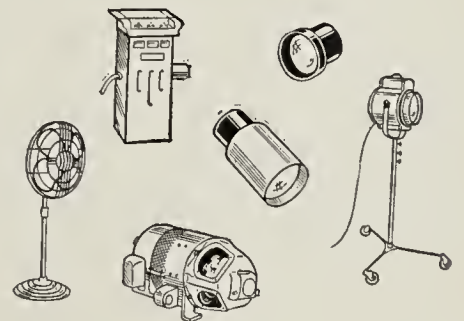
Available in power ranges from 15 to 100 watts, all give life-like reproduction even when operated at their full rated capacity.

LOUDSPEAKERS



World famous Western Electric loudspeakers, used singly or in multiple systems for theatres of every size and shape, give quality performance.

ACCESSORIES



Westrex is a convenient source for all theatre requirements including accessories and supplies of all types, from revolving stages to carbons, from curtains to lenses.

For an evening out... go to the movies!

Research, Distribution and Service for the Motion Picture Industry.



Westrex Corporation

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HOLLYWOOD DIVISION: 6601 ROMAINE STREET, HOLLYWOOD 38, CAL.

FORMERLY
WESTERN ELECTRIC
EXPORT
CORPORATION

Carbon Copper Coating Reduced

NEW YORK—Copper Order N.P.A. M-12 calls for a reduction in copper for non-military needs to provide for increased usage of this strategic material for defense purposes. The National Carbon Division, Union Carbide and Carbon Corporation, is cooperating wholeheartedly in this mobilization effort.

In order to provide an adequate supply of carbons and, at the same time, cut copper usage, the thickness of the copper coat is being reduced in two of the most popular projector carbon trims. This action is similar to the measures taken during World War II, and these carbons will again be known as "Victory" carbons. They will be identified by white ink showing the trade-mark and the five-ampere reduction in the maximum current rating to 65 am-

peres on the 8mm-7mm trim and 45 amperes on the 7mm-6mm trim.

The unit package and the 5-unit case will be conspicuously labelled with the word "Victory" and will indicate the reduction in current rating.

If a "Victory" carbon is paired with a heavier copper coated carbon, it may be necessary to make a slight adjustment in the rate of the feed to compensate for the change in burning ratio, and the maximum current marked on the "Victory" carbon should not be exceeded.

The price of "Victory" carbons is the same as that of the heavier copper coated carbons which they replace. It is to be emphasized that, as in World War II, the supply of projector carbons will be adequate.

Huge Mirror Made For Theatre Television Use

PITTSBURGH—One of the most promising possibilities in the entertainment world is the development of theatre television. Many of the owners of the country's 18,351 motion picture houses feel that their business future may lie in projecting specially produced programs on screens large enough for thousands of paying customers to see. Hollywood is interested in the idea, and stage people have become excited at the possibility of a centrally located legitimate company acting the part of a thousand road companies by means of big-screen television.

One major obstacle standing in the way of projection-type television has been the problem of producing a television mirror big enough to do the job. Such a mirror must be large enough to take a small bright picture from the face of a special cathode ray television tube and so magnify it that it fills a large theatre screen with a clear and brilliant image.



THE HUGE BLANK, when completed, must be able to pass a strain test involving a tolerance of 1/500,000 of an inch to insure perfect strength.

Bring high cleaning costs **DOWN**

A clean theater means good "box office."

G-E engineers studied theater cleaning problems and the daily headaches they present. Result: a line of heavy-duty cleaners specially equipped to do *every* theater cleaning job. G-E Cleaners will:

- pick up water, rug shampoo suds and wet or dry dirt
- convert quickly to powerful blowers for collecting litter under theater seats into

convenient piles for quick, easy removal

- dust highly polished surfaces without scratching or marring
- clean high-up, out-of-reach areas and projection screens safely and thoroughly

save time . . . money . . . labor

Compact and powerful, these heavy-duty cleaners are light in weight for easier operation by men or women. *One worker with one machine* can thoroughly clean wet or dry surfaces, draperies, upholstery, seats, hard floors and tile practically without stopping.

Heavy-Duty Cleaning Equipment

GENERAL  ELECTRIC

GENERAL ELECTRIC COMPANY, Dept. 22-4403
1285 Boston Ave., Bridgeport 2, Conn.

Without obligation, please send complete details on heavy-duty cleaning equipment.

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To help beat today's
rising maintenance
costs send coupon
at left for information
about theater
heavy-duty cleaners.
Write today.

Mirror blanks can be produced in almost any size by the standard process of casting—that is, by pouring molten glass into clay molds. A few such TV mirrors have been cast, ranging in size from 25 to 40 inches in diameter, and are in use. This one-at-a-time method, however, is slow, expensive and incapable of being adapted to belt-line commercial production. Technical men have recognized that the blanks must be mass-produced on presses if theatre television is to become a practical possibility.

A few months ago the Radio Corporation of America placed a first experimental order for a number of giant TV mirror blanks to be made on a production-line basis. Each blank would measure 26 inches in diameter and 2 inches in thickness, and would weigh 90 pounds. The difficulty lay in the fact that blanks this large had never before been produced on presses.

However, the McKee Glass Company, which received the contract, has been specializing in industrial and commercial glass for the past 98 years. It had already made many mirror blanks for home TV use, but these ranged in size from medium

(Continued on page PT-21)

Lust Opens Viers Mill

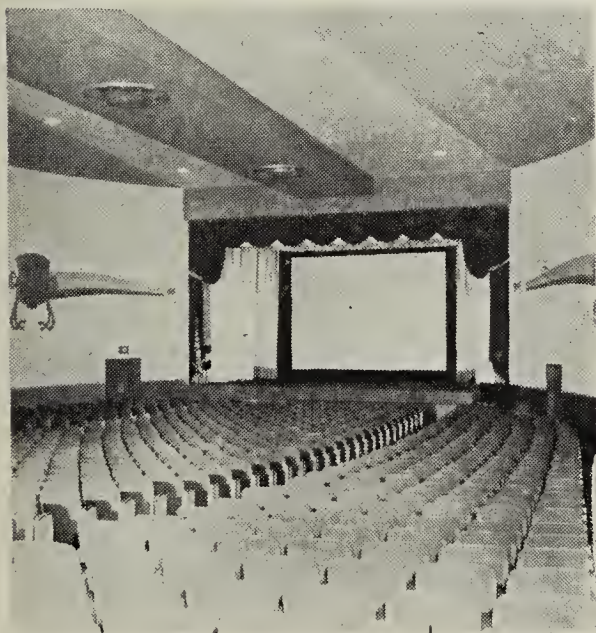
WASHINGTON—The new de luxe Viers Mill, latest addition to the chain of neighborhood theatres operated by Sidney Lust, pioneer Washington and Maryland exhibitor, was opened with a gala dedication program recently in Viers Mill Village, Md., 12 miles from downtown Washington. Designed by Architect Richard Parli of Washington and erected by the owners, Harold and Isadore Strauss and Sigmund Sommers of the Harris Construction Company of New York (developers of the town), the 945-seat house is the focal point of a community shopping center.



A MERRY JESTER on the marquee draws the attention of passersby to the attractive front with its broad expanse of solid glass doors.

The attractive marquee, designed and installed by the Continental Sign Company of New York, features an animated drama mask of vari-colored neon on its front and arrow chasers on the borders of its two-sided attraction panel, lighted by cold cathode. Ten-inch Bevelite plastic letters have been used on the marquee. The front doors of the theatre are of Herculite solid glass.

The auditorium, which measures 120 by 64 feet, includes a 20-foot standee space. American Bodiform Retractor chairs have been installed in a unique seating arrangement that alternates chairs with red bottoms and green backs next to those with green bottoms and red backs. Dressing rooms and adequate lighting have been provided for future shows on the



THE MASK THEME is carried on into auditorium to accent the slight curvature of the side walls toward the plain draped proscenium.

20 by 40-foot stage. Stage and wall drapes were installed by Premier Scenic Studios of New York.

Booth equipment features Simplex X-L Projectors, Peerless Hi-Candescent lamp-houses, and a Hertner Transverter, furnished by National Theatre Supply of Baltimore. RCA Sound was supplied by Elmer Brient and Sons of Washington. By way of preparation for things to come, the booth also has been wired for future installation of large-screen television.

The air cooling plant uses three 25-ton compressors, while the heating system is gas-fired. Free parking facilities have been provided for 500 cars.

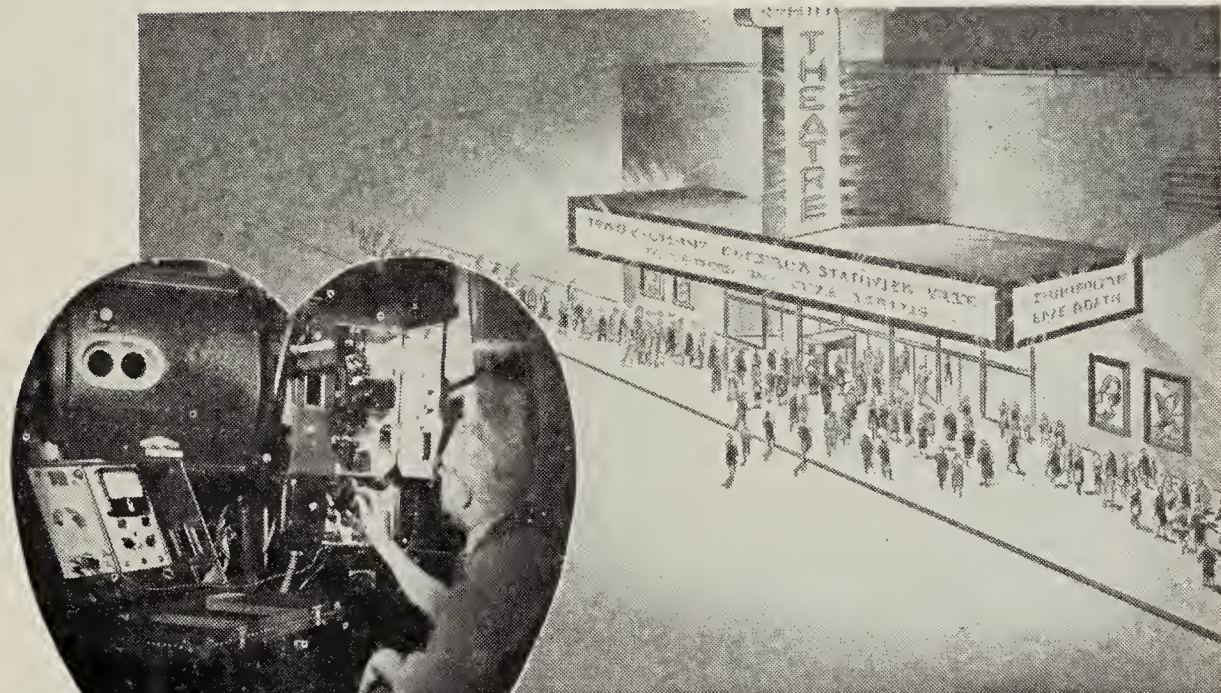
GPL 16mm Units In Wash. Hall

PLEASANTVILLE, N. Y.—According to a

recent announcement, two new high powered 16mm. projectors, developed by General Precision Laboratory, have been installed by the National Geographic Society in Washington's Constitution Hall. The PB 101-A units will provide a 165-foot projection in the 3,000-seat house of the Society's 16mm. film library.

The GPL units, said to be the first 16mm. units ever designed for professional theatre use, were installed especially to overcome 16mm. projection difficulties in the huge hall. They reportedly incorporate the basic features of the well-known Simplex 35mm. projectors, match 35mm. standards both in projection quality and ruggedness of construction, and are the type used in GPL's Videofilm Theatre Television System.

It's good showmanship to keep the HEART of your theatre running smoothly



it costs so little to protect so much

The advantages of RCA Service are yours at a cost so low, a few admissions daily pay for it. Write for free folder—"Performance Security."



Every exhibitor, whether he operates a first-run downtown theatre, a neighborhood or small town house, must constantly maintain a smooth-running show to create a steady and reliable following of patrons. It's smart showmanship to present attractions at their very best.

RCA Service, by protecting the projection room equipment—the heart of the theatre—makes sure it operates smoothly . . . at top efficiency. RCA Service technicians are skilled in the systematic point-to-point checkup and maintenance of all types of projection and sound equipment regardless of make. RCA Service Plans combine expert technical assistance with comprehensive parts and repair provisions for motion picture and theatre TV equipments.



RCA SERVICE COMPANY, INC.

A RADIO CORPORATION of AMERICA SUBSIDIARY

CAMDEN, NEW JERSEY

Walter Reade's Park Avenue Reopens With All-Glass Canopy

NEW YORK—A new all-glass canopy—said to be the first of its kind in the country—and novel neon lettering, spelling out the attraction title, are among the new features at the Park Avenue, luxurious theatre at Park Avenue and 59th Street in New York City, which is once again operating under the direction of Walter Reade Theatres.

The canopy, designed by Rohm and Haas Company of New York City, is of plexiglass and completely transparent. The theatre name is in cut-out ruby plexiglass letters which have been laminated to both sides of the canopy valances. Designed for appearance as well as for complete transmission of light, the new canopy is mounted on special runners to permit expansion and contraction with temperature

changes. The entire frame, which was of galvanized steel, has been chrome finished. The canopy replaces a conventional canvas one which was erected during Universal Pictures tenancy of the theatre.

The neon lettering, changed for each attraction, was installed inside the glass of the theatre front. It was designed to overcome a deficiency in the theatre's prior front, on which the attraction could be shown only in the two small 30 x 40 cases at either side of the entrance. The lettering also circumvents zoning restrictions which prohibit advertising signs outside the building.

In addition, a 60-foot upright sign reading "Park Avenue Theatre" has been erected on the 59th Street side of the building. Dominating all other signs in that area, it can be seen along 59th Street for many blocks east and west of the theatre. A smaller sign reading "Entrance

on Park Avenue" has also been installed on the 59th Street side.

The entire house has been refurbished, including complete repainting, refinishing of the screen, installation of a new large-screen television set in the lounge, and placement of new sculptured pieces in the niches in the auditorium wall. The serving of coffee and the furnishing of cosmetics for all women patrons has been resumed.



ELEGANCE, keyed by the novel canopy, is the theme of the entire front of the building. No one in the vicinity can fail to be attracted by the compelling use of glass and lighting.

The theatre, one of the nation's most luxurious, was opened by the Reade organization in the fall of 1946, and shortly thereafter leased to Universal. Universal surrendered the lease in November, 1950, and the theatre was immediately closed for redecorations. It was reopened December 21 with a new policy of playing top pictures, with MGM's "Stars In My Crown" as the opening attraction.

Motiograph Appoints Sharp

CHICAGO—According to a recent announcement, Motiograph, Inc., has appointed Sharp's Theatre Supplies, Ltd., Film Exchange Building, Calgary, Alberta, Canada, as its exclusive dealer in the Calgary, Winnipeg, and Saskatchewan film territories. The supply firm is headed by W. Gray Sharp and is said to be one of the oldest in America.



POPULAR AMUSEMENT CENTER for summer vacationists and regular residents, the Park, Park Falls, Wis., is operated by Jim and George Esterl. The marquee, sign, poster cases and attraction board were furnished by Poblocki and Sons.



Once having Motiographs, a theatreman never buys any other projector . . . actually becomes hostile when anyone suggests that he change. What can you do with people like that? Thinking it over, Motiographs must be quite satisfactory.

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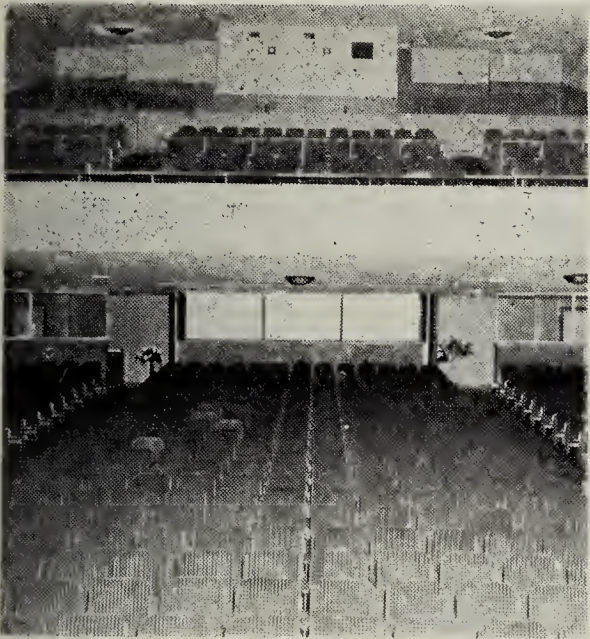
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Kroehler Chairs Among Comfort Features In New Alabama House

TUSCUMBIA, ALA.—A large, modernistic, marble-faced structure occupying a lot 69 by 115 feet, the new Tuscumbian was opened here recently by Muscle Shoals Theatres, Florence, Ala. The house was designed by Marr & Holman, Nashville, Tenn., and built by the Daniel Construction Company, Birmingham, Ala.



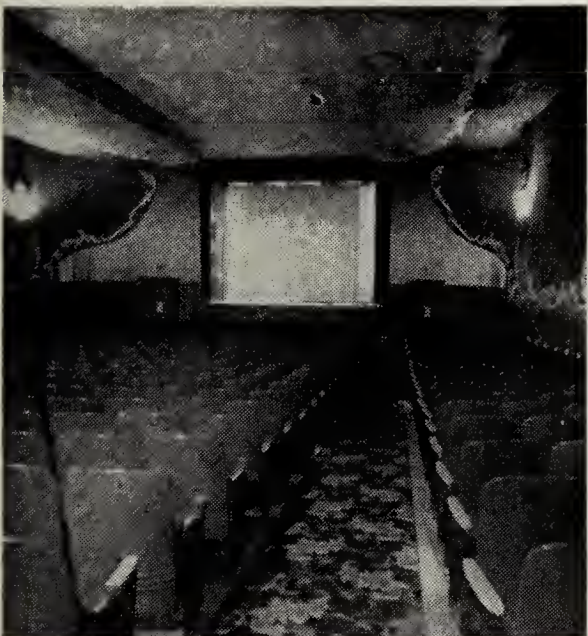
PRIME comfort feature in the plush auditorium is the installation of 869 Kroehler chairs.

Included in the new playhouse are the latest developments in projection and sound, air conditioning, acoustical treatment, etc. The decorative scheme is ultra-modern, and seating comfort has been assured through the installation of 869 Kroehler "Push-Back" chairs. Other special features include a large smoking balcony, beautifully appointed rest rooms, and a refreshment bar located in such a way that it can serve customers both outside the theatre and in the foyer.

Motiograph Names Dominion

CHICAGO—Motiograph, Inc., recently announced that Dominion Theatre Equipment Co., Ltd., 847 Davie Street, Vancouver, B. C., is now exclusively selling Motiograph products in the Vancouver, British Columbia Film Territory.

President of Dominion is D. V. K. Fairleigh, whose father founded the business nearly half a century ago.



COMBINING the use of retractable and conventional type chairs, the Uptown, Harrisburg, Pa., has 500 Ideal Slide-Back chairs and 189 Challenger type. All provide de luxe comfort.



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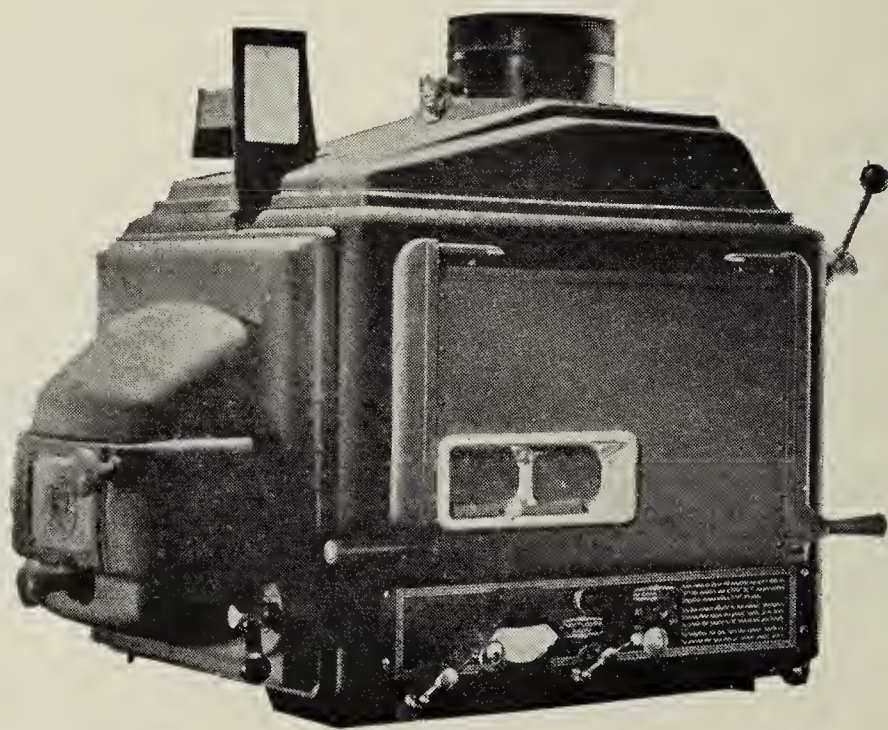
For super-brilliant pictures on large screens AT LOWER OPERATING COST, you'll buy this 75 to 130 ampere high intensity reflector type lamp.

- ♥ Air-cooled rotating positive carbon feeding mechanism.
- ♥ 16½" reflector.
- ♥ Automatic arc crater positioning.
- ♥ Stable burning and complete combustion at the arc, to avoid any black soot, are attained by a jet of air directed just above the arc.
- ♥ White smoke, which would otherwise cloud the mirror, is also diverted by this air stream.
- ♥ Unit construction permits instant removal of components for cleaning.

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"THERE'S A BRANCH NEAR YOU"



DRIVE-IN THEATRES

S E C T I O N

TIME and time again, theatre owners have been inspired to make their houses more than mere show places for the presentation of motion pictures by offering them as centers for community activities. Quite a few roofed theatre exhibitors have achieved valuable goodwill by making their playhouses available for every kind of local affair from bridge parties to Parent-Teacher Association meetings. While these sundry activities may seem quite incidental to the principal function of the theatre, they are, in reality, indispensable stimulants to the boxoffice because of the public favor created toward the house itself and its management.

Not to be outdone by their conventional theatre brethren, drive-in owners, too, have recognized the fact that it pays to cultivate community goodwill by offering the facilities of their theatres for other activities. With this in mind, the management of the Chief Drive-In, Austin, Tex., enthusiastically agreed to permit the Austin Symphony Society to present a series of "pops" concerts at the theatre on Sunday afternoons last year. Due to their overwhelming success, it is expected that these outdoor concerts will continue indefinitely.

The first "trial" concert, however, was given by the Society's 65-member orchestra on Nov. 13, 1949, under the capable leadership of Conductor Ezra Rachlin. A varied program was presented to an audience of approximately 1,600 persons filling about 400 cars, with an average of four individuals per car. Since a flat admission price of \$1.50 per vehicle was charged, many drivers loaded their cars with extra passengers, and one truck pulled in bulging with University of Texas students.

Although the Society itself imported sound engineers, cashiers, ticket takers, and other necessary personnel, the drive-in management operated the concession stand during the performance. Ushering service was furnished by high school boys on horseback who directed cars to parking places. A number of teen-age girls also filled in at odd jobs such as program selling.

Music from the orchestra, grouped together on a platform in front of the mammoth screen, was transmitted to the eager listeners through the drive-in's regular in-car speakers. The immediate popularity of this new way of hearing a concert is given added weight by the fact that a spot check revealed the event drew 97 persons out of 162 who had never before attended a symphony concert.

Undoubtedly much of the credit for the drive-in's seeming ability to draw people



HOOKED UP TO INDIVIDUAL SPEAKERS, music lovers relax in the privacy of their cars to hear the first "pops" concert at the Chief Drive-In Austin, Tex. When the program was over, the orchestra, silhouetted against the huge screen, was acclaimed with blaring horns instead of hand clapping.

Drive-In Becomes Concert Hall

Outdoor Theatre Draws A Sizeable Crowd To Hear "Pops" Program Under Bright Texas Sun

THE 65 TALENTED ORCHESTRA MEMBERS perform under the skilled leadership of Conductor Ezra Rachlin. He, as well as some of the musicians, wears dark glasses against the bright Texas sun. The accepted informality of the drive-in quite rightfully extends to the blue denim clothing of the group.



to a type of entertainment which they had never attended previously lies in its traditional informal atmosphere. A good many persons throughout the nation stay away from such fine cultural events as concerts not because of lack of interest necessarily, but because of the trouble involved in getting more or less formally dressed, finding parking places, hiring baby sitters, etc.

Since the above problems do not, of

course, exist at drive-ins, they are natural locations for the holding of many events in addition to picture shows. Patrons and performers alike may, like the completely informally clad audience and orchestra at the Chief Drive-In concert, dress as casually as they please. The more comfortable they are, the more they enjoy anything from a concert to a boxing match!



AN USHER on horseback in typical Texas garb directs an incoming car to an empty parking place. Many of those who attended had never been to a symphony concert before this one.

Barksdale Opens In Bossier, La.

BOSSIER, LA.—A new outdoor theatre, the Barksdale Drive-In, was opened here recently on Minden Road near the north gate of the Barksdale Air Force Base. Owned and operated by Shipman Bullock and Lillian Lutzer, the 650-car drive-in has a screen 54 by 60 feet, one of the largest in the South.

Special features of the new ozoner include a fully equipped playground for children and a de luxe snack bar where a variety of refreshments are served. Seats have been provided on the patio of the concession stand for walk-ins or those who wish to sit outside.

Picking A Screen Paint

By KEN CALDWELL

National Theatre Screen Refinishing Co.

Since the screen is the "show case" of the product the exhibitor is selling, it has always been difficult to understand why comparatively little attention has been paid to the matter of a suitable screen in the theatre building process.

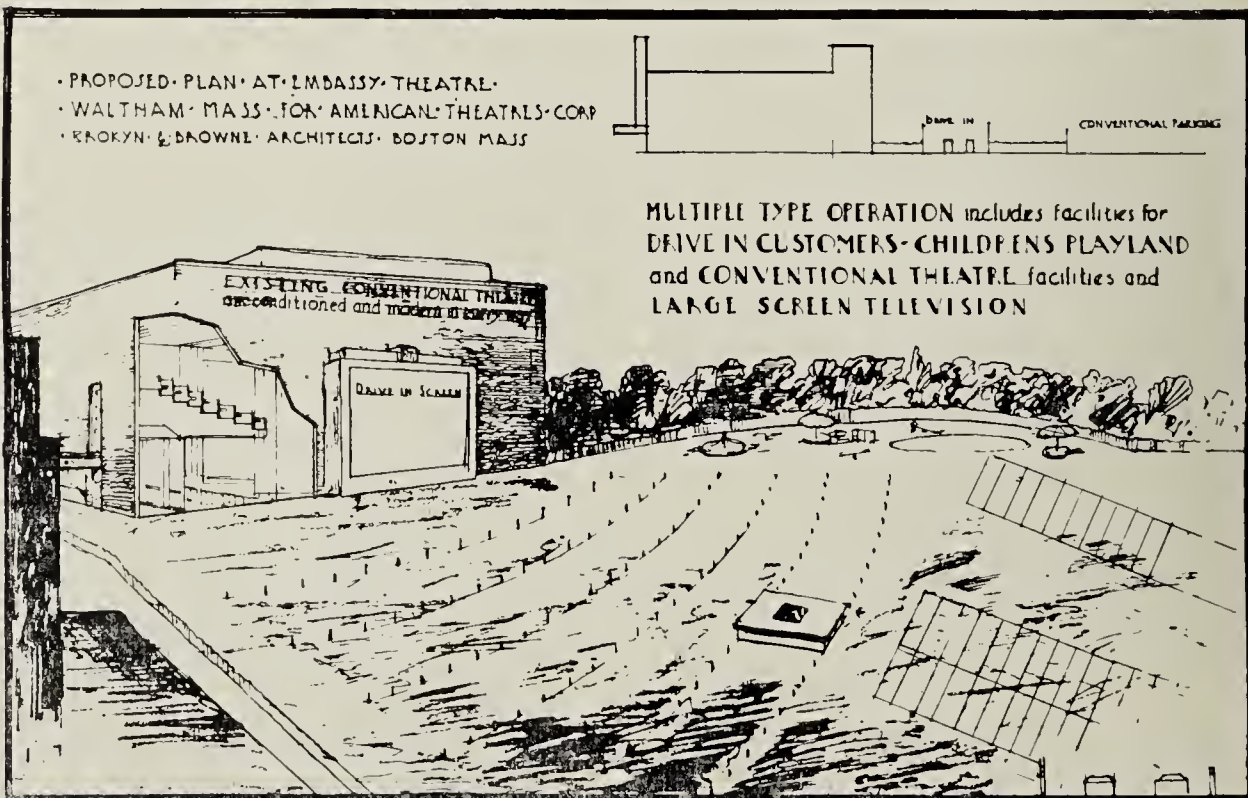
Screens in drive-ins particularly present problems that can not always be treated lightly without experiencing considerable extra and unnecessary expense as well as frequently bad results. Due to the huge size of these screens, it is of vital importance that their surfaces be most efficient and have an extremely high reflectivity factor, if quality projection is to be obtained.

Rapid strides have been made by the equipment manufacturers in coping with the problems of getting more light on these giant screens, but even the most modern equipment often has to be pushed to its fullest capacity to secure satisfactory results. It is, therefore, essential that these giant screens have a highly efficient and properly diffused coating to reflect back properly the light thrown by the projectors, and not absorb it, as is the case when just ordinary paint is used on them.

Thus, the paint used must be a special paint for special work. It must be flat, stand up under all weather and atmospheric conditions, and at the same time be diffusive, so that patrons in every section of the ramp area will be able to view the picture clearly and distinctly.

The fact that all projection screens, for either indoor or outdoor theatres, must be flat, that is their surfaces must have no gloss or shine, does present a problem when it comes to drive-in screens. An ordinary flat paint has little or no oil in it, and thus is not suitable for outdoor usage, for it cannot withstand the weather. Nevertheless, a suitable paint has to be flat,

PLANS FOR A NOVEL TYPE OF THEATRE DESIGN, which will add a drive-in to the conventional Embassy, Waltham, Mass., were recently announced by Samuel Pinanski, president, American Theatres Corporation. Aimed at recapturing some of the "lost" family trade, the open-air addition, which will be operated during the summer months, will give the patron an option of viewing the same show at the same admission price, either inside the roofed house or from his own car parked in the outdoor area. Construction of the 200-car ozoner is expected to start early in the spring on land adjacent to the rear of the Embassy, with cars facing toward a giant screen erected on the back wall of the theatre. The proposed drive-in will include all conveniences, such as a children's playground and refreshment stand.



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or it is useless for projection purposes.

Various attempts have been made to doctor up normal flat paints with varnish or other similar substances, but if they are not thoroughly mixed and boxed considerably, "shiners" or high-glare spots develop when they dry and shine like headlights when a picture is projected on the screen surface. Unless some additional substance is used with a flat paint, the weather will attack it, causing it to powder and stain the lower part of the screen on its black masking.

Besides being both flat and diffusive, drive-in theatre screen coating must also possess the ability to remain white and stay white through any given season. Ordinary paint will turn gray or yellow, depending on its ingredients, as the season wears on and will thus dangerously diminish screen brightness.

Hence, it is necessary for the exhibitor purchasing a drive-in screen coating to demand and get a guarantee from the vendor that his product is flat, pure white, diffusive, and that it will stand up to outside exposure, remaining white throughout the season.

Cooling System Maintenance

(Continued from page PT-8)

air-conditioning system of a 1000-seat house was short-cycling badly. The main trouble was the water supply. The kids were everywhere under the fire hydrants, and there just wasn't enough water to go around.

The water pressure, abnormally low, was unable to force water up to the evaporative condenser, set up 54 feet above the street. Further, there was no "make-up water" to feed into the "evap." This meant dragging buckets of water up four flights of stairs. What to do? The solution—and the only one: Put in a small pump in the water line feeding the condenser. That's what the theatre maintenance engineer did. The pump, actuated by the pressurestat, went to work whenever the water pressure fell too low to push itself upstairs.

Conclusion

These selected tips on maintenance, aided and abetted by true case histories, make it very plain that: there are a vast number of "bugs" that can foul up complex air conditioning equipment; preven-

tive maintenance is the most economical way of taking care of the air conditioning plant; and when something does go wrong, the quickest way to get the machinery fixed and the surest way to avoid high blood pressure is to reach for the telephone and call up the nearest theatre maintenance engineer.

Mirror For Theatre Tele. Use

(Continued from page PT-14)

down to six inches in diameter. The order presented the company with new and unknown technical problems.

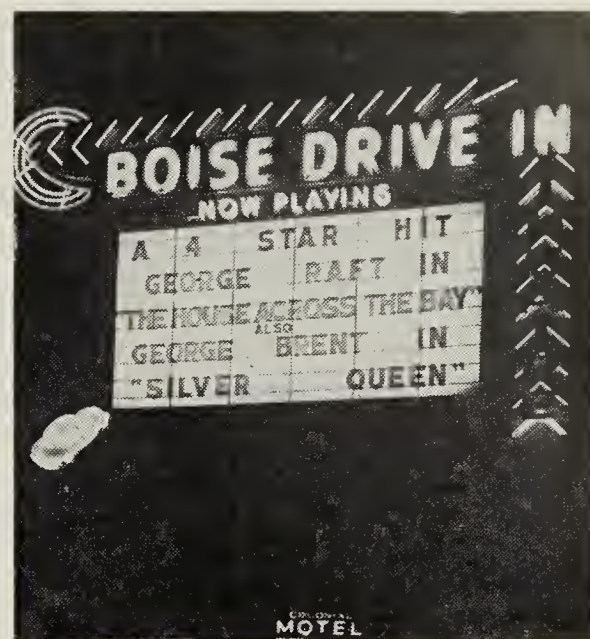
The company first made its cast-iron presses, employing special mold equipment on hand for such work. It then stamped out a series of blanks with these presses in a quick production run, using a low-expansion boro-silicate heat-resisting glass previously heat-softened to the proper pressing temperature.

The blanks were then tempered in an oven (lehr annealed) to relieve the stresses and strains caused in pressing a blank of this size. The strain could not exceed 50 millicrons per centimeter of light path, a millicron being one ten-millionth of a centimeter or one 25-millionth of an inch. The annealing involved a long and difficult process in which the blanks were heated over a period of ten days to the softening point of glass and were then cooled to room temperature.

After the critical annealing process was completed, the tempered blanks were further processed by having a three-inch hole drilled in the center. (The heat generated in grinding and polishing is water-

cooled through this hole which, since it occupies a dead space in the mirror, does not affect the reflection.)

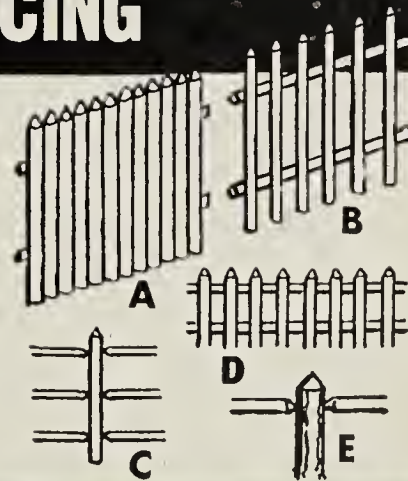
Before the mirror is ready for installation, it must pass a "circle of confusion" test. In this test a light from a small point source is directed at the surface of the mirror. When the light is reflected, all the light rays must follow in a clearly definable circle less than two-thousandths of an inch in diameter. Installed in the Schmidt type reflective optical system, the mirror provides pictures 15 by 20 feet in area, and thus fills an average-size theatre screen.



DISPLAY on the attraction board at the Boise Drive-In, Boise, Idaho, has two openings 71" high by 12' long to accommodate five rows of Wagner eight-inch and four-inch red letters.

BALLANTYNE BRINGS YOU THE ANSWER TO LOW COST DRIVE-IN FENCING

Pre-assembled fencing of beautiful white cedar saplings is available now at a cost so low you cannot match it with any other fencing. And it saves you about one third the cost of labor to install. It requires no paint ... now or ever ... no upkeep. This distinctive fencing is available in a variety of types: (A) 7 ft. high tight stockade for use where eliminating outside light is required, (B) 7 ft. high 3" spaced stockade, (C) 4 ft. high 3" rail fencing for driveway borders, etc., (D) low border fencing for medium enclosures, and (E) one rail bumper fencing. Solve your fencing problem this year for a fraction of the cost you would expect to pay. Order now. Be ready when the season starts.



New! FOR WALK-IN PATRONS! The Rustic Prefabricated PAGODA

An attractive, appealing accommodation for walk-in customers. Completely prefabricated of white cedar saplings ... shipped ready for quick and easy erection. Sloping watertight roof. Sturdy, matching table included. Available in 2 and 4 passenger sizes. Can be used individually or in series.



For further details and prices see your Ballantyne dealer or write direct.

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SHOWN above is the storm damage inflicted on a poorly constructed screen tower at a drive-in near Ascutney, Vt. Not much remains of it.

Wise Buy!

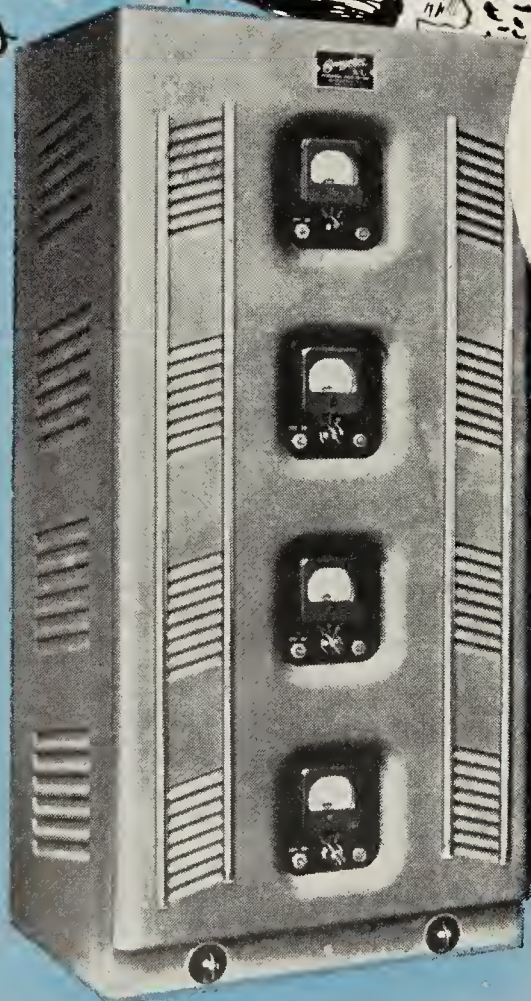
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NEWS OF THE

Territory

BRANCHES

Atlanta

Henry King, director of 20th Century-Fox's Technicolor, "I'd Climb the Highest Mountain," was to be present at the world premiere on Feb. 6 at the Paramount. King was to join Susan Hayward and her husband, Jess Barker, at the gala festivities sponsored by the Tallulah Falls Group, socialite philanthropic organization.

Eddie Melniker, former Atlanta showman, passed through enroute to Coral Gables, Fla., where he has bought a drive-in. . . . John Golder, special representative, Jam Handy, was at Monogram. . . . The old love bug went down to Florida, and bit John Grayson, manager, Van Croix, Melbourne, married to Leaforice Taylor.

Sleepy "Joe" Heard, whose hillbilly band contributed the back music in "I'd Climb the Highest Mountain," is getting many letters about his great music.

Ralph McCoy was a visitor. . . . David Korman is the new owner, Flagler, Miami, Fla. . . . Visiting were: Neil Edwards, Neil, Lithonia, Ga.; John Peck, Pex, Eatonton, Ga.; H. M. Ford, Ford, Lavonia, Ga.; Dan Davis, Norwood and Joy-Lan, Florence, Ala.; Clyde Sampler and Edd Duncan, Duncan Theatres, Carrollton, Ga.; Mrs. Violet Edwards, Royal, Monticello, Ga., and Nat Williams, Interstate Enterprises, Thomasville, Ga.

Miss Florence Chamblee, Lippert, will be married in April.

Nelson Leroy Marvin and his father are seeking \$20,000 and \$10,000 respectively from Hi-Way Amusement Company and Raymond Thornton as the result of injuries allegedly sustained by the former while he was lying in a grassy area in front of the screen at the Silver Moon, a drive-in just west of Lakeland, Fla., on the new Tampa road. The bill of complaint charged that the boy was run over by Thornton in 1949.

Exhibitors and distributors from the Atlanta area met to lay plans for the 1951 observance of "Brotherhood Week." The public was invited to attend the meeting at which time Mayor William B. Hartsfield, delivered the principal address. Also on the program was Edward Bendler, president, Local F-49, TSEMPMA. Jack Almand and his orchestra, representing the AFOFM, furnished the music. Oscar C. Lam, president, Lam Amusement Company, Rome, Ga., is co-chairman, "Brotherhood Week"; A. B. Padgett, branch manager, MGM, is distributor chairman, and Bob Moscow, Rialto, is publicity chairman.

Nat Williams, president, Interstate Enterprises, Thomasville, Ga., was host at a duck supper at the Variety Club.

. . . Harvey Smith, southern representative, Spacarb, installed seven machines in the Roxy, Fox, and Paramount. . . . The Paramount has a new candy bar, installed by Wil-Kin Theatre Supply. . . . John M. Albritton sold his Booker Drive-In, Sarasota, Fla., to Charles Smith. It will be renamed the Wilson Drive-In. . . . Oscar Howell, president, Capital City Supply, is a proud grandfather. It's another baby girl. . . . Owner of the new Starlite Drive-In, Florala, Ala., is Olin Evans.

Officials of Drive-In Theatres in Alabama, Inc., filed a \$100,000 counter claim in U. S. District Court, Birmingham, Ala., against Park-In Theatres. This is a continuation of the court battle that started in 1948 when Park-In originally filed a motion for an injunction against the drive-in operators. The firm charged that the Alabama theatre owners were violating a patent on drive-in theatres. The complaint filed by the Alabama operators asked that the Park-In patent be ruled invalid, and that they be awarded \$100,000 because Park-In has been "unjustly threatening them with suits."

The bill calling for a three per cent sales tax, and including admissions, passed the House, and was sent to the Senate with a good chance of passage.

N. B. Blount, Memphis Monarch Theatre Supply branch manager, returned there after visiting in Nashville, Tenn. . . . Edna Walton resigned from Paramount. . . . Mrs. Helen Starr resigned from MGM to return to Camp Lee, Va., to be with her husband.

Visiting were: Mr. and Mrs. Roy Mitchell, Mountain, Stone Mountain, Ga.; the Maddox boys, Clay Theatres, Ga.; J. M. Miller, Dixie, Cordova, Ala.; R. H. Brannon, Holly, Dahlonga, Ga.; and E. F. Ingram, Lineville, and Ashland, Ala.

Vesta Mayo, secretary, Columbia, resigned. . . . Pat Papperson, booker,

National Screen Service, returned after illness. . . . Jack Lancaster, son of Rose Lancaster, Astor, is back after a vacation in Florida. . . . L. O. West, Florida, Jacksonville, Fla., will soon open a new house in St. Mary, Ga.

J. A. Bachman, branch manager, UA, was back after a trip to Florida. . . . New owner of the Roxy, St. Petersburg, Fla., is Roxart Theatre Corporation. Stockholders are Mrs. Agnes Rogers, R. W. Shackelford, and Rogers Morgan, Tampa, Fla.

Charlotte

Columbia circuit sales executive, Irving Wormser was in on a tour of the south and southwest in the interests of the "Montague Sweepstakes."

At the board of directors meeting of the North and South Carolina Theatre Owners, the resignation of H. D. Hearn as president was accepted. Hearn, because of illness, has been compelled to give up his extra-curricular activities. A. Fuller Sams, Jr., Statesville, N. C., was elected to fill the vacancy. J. B. Harvey, Clover, S. C., was elected regional vice-president, Theatre Owners of America. The board selected Nov. 18, 19, and 20 for the annual convention.

Memphis

The annual managers meeting of Malco, Inc., with M. A. Lightman, Sr., as host, brought some 45 theatre managers in for a two day session. Lightman announced that a plan to give nominal raises and added incentive pay to all employees was worked out. A cocktail party, banquet, and dance was held for the managers and their wives at the Gayoso, followed by a business session.

COLUMBIA—Betty Odom is the new contract clerk. . . . Jimmy Pope is home recovering from surgery.

Cupid swooped down on Paramount, and rang wedding bells for Miss Jane



Once having Motiographs, a theatreman never buys any other projector . . . actually becomes hostile when anyone suggests that he change. What can you do with people like that? Thinking it over, Motiographs must be quite satisfactory.

THEATRE SUPPLY COMPANY, 1021 Grand Avenue, Fort Smith, Ark.
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McClendon, biller, and Jack Trobough. She will continue at her post.

Bill Ruffin, Sr., who underwent surgery at Methodist hospital, was reported doing nicely. . . . Oney Ellis, brother of Amelia Ellis, owner of a theatre at Mason, Tenn., is in the hospital recovering from an auto accident.

20TH-FOX—The Fox Family Club is going to be run by women. The recent election named Mrs. Evelyn Hammonds, president; Ethel Wolf, vice-president; Juanita Blackard, recording secretary; Mrs. Irvine Bryant, treasurer, and Loraine Burris, assistant treasurer.

Visiting exhibitors included: N. B. Fair, Somerville, Tenn.; M. E. Rice, Jr., Brownsville, Tenn.; W. F. Ruffin, Jr., Covington, Tenn.; Wake Newsum, Marmaduke, Ark.; Charles Shibley, Clarksdale, Miss.; Henley Smith, Pocahontas, Ark.; J. C. Bonds, Hernando, Miss.; Jimmy Seay, Cardwell, Mo.; Jack Watson, Tunica, Miss., and Jimmy Singleton, Marked Tree, Ark.

MONARCH THEATRE SUPPLY — J. C. Obey, Haywood-Wakefield, Chicago, was visiting. . . . So were Wilson Edmondson, Crowder, Miss., and Clifford Nicks, Newport, Ark.

The Malco Theatres is rushing completion of its new theatre at McGee, Ark., and the new Crosstown here. Both are expected to be ready for summer business.

Among the speakers and out-of-town guests scheduled to arrive for the two-day meeting of the Motion Picture Theatre Owners of Arkansas, Mississippi, and Tennessee were: Robert O'Donnell, Dallas, former International Chief Barker, Variety Clubs; Gael Sullivan, executive director, TOA; Robert W. Coyne, TOA; Guthrie Crowe, Lagrange, Ky., national TOA director; Sam Shain, 20th-Fox; A. E. Chadick, New Orleans, and Alfred Starr, Nashville, Tenn. The meeting opened with registration and a cocktail party. One day was filled with business, and an all industry luncheon and election of officers were closing features.

New Orleans

It has been pointed out to EXHIBITOR by Alon Boyd, Shreveport, La., that Griggs Equipment Company, Belton, Tex., furnished the seats for the new Arcade, Ferriday, La., owned and operated by Page Amusement Company.

Florida Chipley

The Florida Supreme Court reversed a lower court decision, and ruled that Chipley can not collect a theatre tax. The action was filed by Martin Theatres on behalf of the Vance.

Miami

At the McComas' Tropicair Drive-In, enlarging the concession section is a tribute to the success of the box dinner. . . . A stork dividend recently was George Michael, with the proud father Tom Kestler, assistant, Olympia. . . . At

the Shores, assistant Owen Locke reports tickets distributed on a range.

At the Olympia on Feb. 13, Tent 33, Variety Club, will sponsor its fourth annual show of shows, with Walter Winchell M. C. Proceeds go to Variety Children's Hospital. Al Weiss and Sonny Shepherd are co-chairmen.

The Edward Claughtons were in New York. . . . Construction on the Bernstine, Daytona Beach, Fla., drive-in, the No. 1 Drive-In, is in full swing, according to Bob Clyman, general manager. . . . A completely renovated Hialeah had an opening recently under the new ownership of Claughton Theatres. . . . Coinciding with "Kim," Florida and Sheridan, a special coloring contest was held. . . . Walter Klements reports his former assistant, John Marchent, resigned. . . . Surprise entertainment was scheduled for the card party luncheon given by the women's committee, Variety Children's Hospital. . . . The South Miami was the latest theatre to be host to the popular cooking school sessions.

A gunman wearing a black stocking cap held up manager John T. Hayes, Lejeune Park Auto Theatres, and escaped with \$800.

Georgia Columbus

Georgia Theatre Company's local theatres awarded a three-month pass to the parents of the first baby born in 1951. This promotion was included in a general seasonal campaign by all Columbus houses on "Now Bringing You A Parade Of Movie Joy."

William K. Jenkins, president, Georgia Theatre Company, received a citation for his company's promotion of "civic and social advancement" in Columbus. From the Junior Chamber of Commerce and the United States Chamber of Commerce, the citation is signed by officers of both. One of the Columbus theatres' civic activities has been the awarding of trophies in the Junior Chamber sponsored "Miss Georgia" beauty contests over a period of years. I. L. Shields, manager, Columbus theatres, accepted the citation and delivered it to Jenkins. Shields has served his city, state, and country in many capacities, and last year completed a period of service as his county's representative in the state legislature.

Macon

In cooperation with the Georgia Theatre Owners Association, Herman Hatton, city manager, Georgia Theatre Company, arranged to hold the state premiere of a highway safety film, made in Macon by the State Patrol. The specially invited premiere audience included Macon's city fathers, all civic leaders, and members of all organizations of safety. Following the premiere, the Capitol began running the film as part of a regular program.

Mississippi Picayune

Heavy rain necessitated the postponement of the planned opening of the Pine Hill Drive-In for several days. The Pine

Hill will be managed by Mr. and Mrs. A. M. Sublette.

North Carolina Durham

J. N. Wallace, manager, Midway Drive-In, is still having trouble with youths slipping in without paying admission. He haled three more youths into Recorder's Court, and each was fined \$5 and the court costs. It was the second time in 10 days that he had resorted to such action.

Two "March of Dimes" collection boxes containing around \$50 were stolen from a candy case at the Uptown after the theatre had been locked for the night.

Hillsboro

The Gem, Harry Kerr, manager, gave a benefit matinee, all receipts going to "The March of Dimes."

Leaksville

Fire of undetermined origin destroyed the Boulevard at a loss estimated at \$75,000. The fire was discovered by a passerby, and no one was in the theatre at the time. Remodeled only a few months ago, the one-story brick building included one floor and a balcony. The house is owned by the Boulevard Amusement Company, operated by Bert Martin.

Manteo

The Pioneer was damaged by fire. When the alarm went in, firemen were busy fighting another fire at a home, and could not get to the theatre immediately. Members of a nearby church formed a bucket brigade, and did an excellent job of controlling the fire until the firemen arrived.

Raleigh

State revenue act amendments proposed to the legislature by the State Revenue Department included a measure to levy a three per cent gross receipts tax on amusements not already taxed or exempted under the law where no admission charge is made but where donations or offerings are accepted.

The question of reinstating an admission tax on North Carolina houses arose again in the state legislature. While the Joint Finance Committee was discussing the state's license tax schedule, Representative Byrd I. Satterfield, Person, noted that the state tax from amusements was about \$760,000 in the fiscal year 1942-43, but that it dropped to \$407,000 in the 1943-44 fiscal year. He asked about the advisability of reestablishing the three per cent gross receipts tax on theatre admissions which was removed by the legislature in July, 1943, after theatre representatives contended that their business was in for attendance drops during the war. Satterfield was told that the only way to bring the matter before the Joint Committee would be to introduce an amendment to the state license tax schedule calling for reestablishment of the tax. The matter was dropped there, but Satterfield said later he had no immediate plans for submitting such an amendment.

NEWS OF THE

Territory

Chicago

Theatres at Canton, Ill., cooperated in benefit fund raising for Herbert Reeves, 19, army private whose feet and fingers and thumb were amputated after being frozen on a Korean battlefield. . . . Constantine Jovan, right-hand man to James Jovan, Monroe, joined the army. . . . Al Golden, Republic, was back from a Florida vacation.

Clyde Sheppard, named manager, new Ashton, Ashton, Ill., brought his family to the city. . . . The Vernon, Mount Vernon, Ill., was given extensive improvements by Southern Enterprises. . . . Danny Sheer, Astor manager, drove to Florida with friends for a vacation. . . . T. D. Beniati, coowner and manager, Capitol, Pinckneyville, Ill., increased admissions to 50 cents.

Delbert Bell was accorded the management of the Joy, Kansas, Ill. . . . Bob Ellison was named United Artists assistant manager. . . . The World Playhouse was incorporated by Thomas Mass, A. Marks, and Minna Komis.

Cyril Greeman, Highland, joined the army. . . . A \$300,000 medical center is being planned by Thomas J. Burke, president, Chicago Office, Theatre, and Amusement Building Janitors' union, for the 6,000 members of the organization and their families.

Carl Krueger, who produced "The Golden Gloves Story," filed a bankruptcy petition. . . . Lou Abramson, for many years secretary to Jack Kirsch, head, Allied, took a leave of absence to go to Los Angeles for his wife's health improvement. . . . George H. Varble, Nu, Kane, Ill., died of a heart attack. . . . Arthur Stern, Triangle Circuit, took a California business and vacation trip with his wife.

George Reef, Mallers Circuit booker-buyer, was better after a flu attack. . . . A \$50,000 check for cerebral palsy research was given to the University of Illinois by John Balaban, board chairman, Cerebral Palsy Association of Illinois, and Will Hollander, president. . . . Raymond Canoff was made Ardmore manager. . . . So valuable were the paintings in an art display at the Esquire, a Pinkerton man was placed on guard. . . . The 51 Drive-In, Cairo, Ill., is boosting the city with the slogan on its marquee: "Cairo is a good locality for industry. Shipping facilities are the best." Manager Fred Sullivan said the sign will remain until spring.

Charles Fellows, brother of Charles Fellows, Chicago, died. . . . Quick replacements were made at the Center, Bensenville, Ill., after fire damaged the screen and air-conditioning equipment. . . . A newly built concession stand at the Bluffton Drive-In was replaced after

a \$9,000 fire. . . . Delbert Bell was named Joy manager, Kansas, Ill. . . . Ralph Taflinger, former operator, Shafer, Lacon, Ill., joined the E. E. Alger Theatre Company as traveling representative.

Wayne Goodwin, Butler, Butler, Ind., suffered a ptomaine attack. . . . Variety Club rooms were filled with members and friends to greet Irving Mack at ceremonies installing him as Chief Barker and to pay respects to Jack Kirsch, retiring from the office. A memorial to La Rabida Sanatorium, the club's charity, was unveiled.

Emil W. Carlson, 78, pioneer builder of theatres, died. . . . Christine Kerasotes, daughter of Louis Kerasotes, Kerasotes Theatres, Springfield, Ill., married Lieutenant Nickas J. Yiannias, Maclay and Yiannias Theatre Company, Dubuque, Ia., at present serving in the navy.

Dallas

Fire of undetermined origin destroyed the Star, Turnertown, Tex., causing an estimated loss of between \$35,000 and \$40,000. Owner is Marvin Shaw.

Heralded by an extensive two-week advance campaign, "Operation Pacific" had a full-scale naval premiere at Interstate's Majestic. Premiere eve festivities started with a parade of 300 reservists in uniform, high-ranking naval officials in cars, 40-piece band, city officials, and guard of honor bearing the colors.

A special recommendation from the Motion Picture Board of Review has been given to 20th Century-Fox's "I'd Climb The Highest Mountain," in a letter sent to the company's exchange by Mrs. Clarence Echols, president.

Denver

Frank Whalen, 57, owner, Hi-Way, Deertrail, Colo., died after a serious operation and was survived by his wife,

Lew Herb Is Still In Houston, Tex.

(Continuing his Texas visit, LEW HERB, EXHIBITOR roving representative, reports on Houston.—Ed.)

Our next visit in Houston took us to the Majestic building, where we chatted with Al Lever, city manager, Interstate, and Conrad Brady, who heads the local publicity department. Both men are capable showmen, Lever having somewhat more experience, 30 years of it in Texas. He is in charge of the 17 conventional theatres Interstate operates here and was at one time connected with the Paramount-Publix and Saenger organizations. Brady is



LEW HERB

an able publicist and promotor, as witness the tieup deal he made with several local merchants. He promoted a new Ford sedan and four television sets to give away to lucky patrons. Another interesting showman we visited was Fred Cannata, general manager, local Horwitz Theatres, who makes his office in the Texan, and who operates, in addition, the Iris and Uptown. A veteran exhibitor, Cannata has operated the theatres himself since the death of Horwitz, who was one of the pioneer Houston exhibitors. All three theatres are affected the same way as other second-runs and action theatres located in a downtown area, where the parking situation is the biggest threat to theatre operation.

However, Cannata is an able showman, and is optimistic about the future.

Grace, a daughter, and a sister. Funeral services were in Denver, with burial at Colorado Springs, Colo. . . . Harry Huffman, who retired last year as Denver

for dependable performance . . .

THE PROJECTIONIST'S PROJECTOR

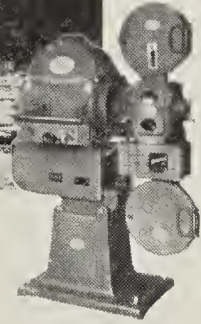


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city manager, Fox Intermountain Theatres, again demonstrated his interest in young people. Reading of a one-armed 17-year-old 4-H Club boy, who had caught a calf in the arena at the National Western Stock Show in competition with nine others who had two arms each, Huffman offered to buy the youth an artificial arm. The boy told Huffman that since he had been without an arm since he was three, he would not know what to do with two arms, but that he would like a blooded sow, so that he could go into the hog business. Huffman bought the hog, but told the boy the offer of an artificial arm was still open.

The Gayety was fined \$25 for showing an uncut "Hollywood Burlesque" but was permitted to continue the showing after cutting. . . . Film Employees Union F-29 elected the following officers for 1951: John Roberts, president; Warren West, vice-president; Herman Ruele, treasurer; Gloria Landry, secretary, and George Mayo, business agent.

Des Moines

A series of promotions have been announced by Don Hicks, manager, Paramount. Chuck Elder, office-booking manager, has been transferred to the Omaha office, and John Winn, booker, will move into his post. Charles Caligiuri, assistant booker, steps up into the Number 1 spot, and Bob Helvig, assistant shipper, takes Caligiuri's spot. . . . Plans were launched for observance of "Brotherhood Week" with a general meeting held by co-chairmen Jerry McGlynn, MGM, manager; Myron Blank, Central States, and Leo Wolcott, Iowa Allied. All theatre owners will contact their ministry and school boards. . . . Stanley Soderburg sold his Hollywood, Estherville, Ia., to Ray Jeanotte, who also owns the theatre at Exira, Ia.

In Fort Dodge, Ia., Jesse Day, 57, district manager, Central State Theatre Corporation, died at his home of a heart attack. Day had been with Central States for 34 years, and had managed the Paramount, Orpheum, Strand, Garden, and Palace before coming to Fort Dodge in 1930. He is survived by his widow, a son, and two daughters.

Kansas City

Ted Irwin, Commonwealth Theatres manager in Harrington, Kan., was recently elected president, Harrington Chamber of Commerce. . . . Matty Polon, RKO Theatres executive in charge of booking and buying for out-of-town houses, was in.

Los Angeles

Dr. William Young, regional director, National Conference of Christians and Jews, was the principal speaker at a mass meeting of Film Row employees called by Fred Greenberg, exchange chairman, and Gus Metzger, exhibitor chairman, to map plans for "Brotherhood Week."

Bill Warner, veteran salesman, United Artists, and Max Gumbiner, owner, Elysian, and former Chicago exhibitor, were both very seriously ill due to heart at-

tacks. Warner was in the St. Joseph Hospital, Burbank, Cal., and Gumbiner in the Cedars of Lebanon. During the latter's absence from the theatre, Irving Kanowitz, Union, is doing the booking and buying, and taking care of all the details.

Joe Hartman, salesman, National Screen Service, was out for a few weeks. He says "Two Weeks With Love" has nothing on him. The doctor prescribed "six weeks without it" for him.

Ted Gamble officially took over the De Anza, Riverside, Cal., and the Obispo, San Luis Obispo, Cal., from Fox West Coast. His brother, Joseph, operator of a radio station in Palm Springs, Cal., will do the booking and buying.

Warners had a little excitement when fire from unknown causes broke out in the basement. . . . Judy Poynter was confined at home due to a heart attack a few months ago but has been in touch by phone and occasional visits. He owns, books, and buys for quite a few theatres.

National Screen Service is looking forward to the regional convention at the Ambassador Hotel from Feb. 19 to 21. . . . Roy C. Hunt, owner, Rubidoux Drive-In, Riverside, Cal., was recuperating from an illness of several weeks. . . . The best of luck goes to Alva Wickson, general clerk, RKO, who was leaving for a new job as soon as a replacement could be found. . . . Heartiest congratulations go to another RKO employee in the cashier department, Helen "Sunny" Chambers, who took marriage vows, and changed her name to LaMere.

The Colorado, Pasadena, Cal., a Terry McDaniels-Judy Poynter house, will be booked by Jack Grossman, who will also buy. Latter owns the Sherman, Sherman Oaks, Cal. . . . What a predicament for a lady booker. It will take weeks, even months, for Rae Winnick, MGM, to catch up, and for just one day of laryngitis.

Friends were shocked to learn of the sudden death of Les Whittemore, 44, on a hunting trip in Roswell, N. M., when stricken with pneumonia following a heart attack. He was one of the popular theatre managers, having held that post for more than 20 years, and at the helm of the Hollywood Egyptian.

The New Ivar, built for both films and stage productions, has been leased for the latter for its formal opening. The house seats 402.

The Burbank was held up by a note-brandishing bandit who ordered Dorothy Kranz to give him around \$400 in theatre ticket receipts.

Seen visiting was Dick Owen, popular Texas theatre operator. . . . Frank D. Drew, former branch manager, 20th-Fox, passed away. . . . James Nicholson, Marcal, lined up a series of Walt Disney pictures to head a group of fantasy revivals.

After three years with the United Artists Theatre Circuit, Pat De Cicco

went before the meeting of theatre managers and circuit heads, and asked permission to step down from his job as vice-president with the California UA office in order that he might give full time to the confection business to boost the bonbon ice cream drops.

Milwaukee

In Marquette, Mich., under a reorganization of the executive offices of Deft Theatres, President H. S. Gallup becomes chairman of the board of directors and treasurer and J. B. Schuyler is president and continues as general manager. L. J. Jacobs retires as manager, Deft and Michigan, Escanaba, Mich., but continues as corporate secretary. His assistant, Kenneth Vohs, assumes the management of the two houses.

January 24 was an important day for the Variety Club. The Heart Center, sponsored by the Club, in the County Dispensary, opened. Variety has extended to all physicians of the state the privilege of bringing their patients for a free examination. Dr. Nathan Grossman, is director.

The use of educational films has greatly increased at the University of Wisconsin for classes and special groups. . . . The Manitowoc, Wis., Capitol, is on a regular diet of stage shows.

NATIONAL SCREEN SERVICE—Manager Johnny Mednikow returned from a thorough checkup. . . . Frank Greenland, New York office, has been in. . . . Howie Krueger, shipping, is now stationed at Ft. Hood, Tex. . . . Elsa Heidelberg's facial job was a complete success. . . . Ruth Pokrass is going cultural on the office staff. . . . Salesman Sid Ross claims he has more territory to cover than any two roadmen in the business. His hobby is public relations for the industry.

The Marion, Marion, Wis., has been purchased by Ted Mellen, shoe store merchant, from B. J. Mayne. Mellen will continue operating the shoe store. . . . "Ike" Levi, Unity, Boscobel, Wis., has given up his unofficial mayor's duties, and spends more time now in Milwaukee. . . . Floyd B. Merritt, Our, Niagara, Wis., purchased the Goodman, Goodman, Wis., from the Goodman Lumber Company. . . . William Brzezinski has the new Ritz, Greenwood, Wis. . . . Irving E. Morris, Muscoda, Muscoda, Wis., is recuperating from his operation. . . . Floyd Alberts, Jr., his daddy runs the Strand, Mt. Horeb, Wis., joined up with the marines. . . . Dale Deering, Green Bay, Wis., now owns the Luxemburg and Wayside in those state towns. . . . Sanford Vincent, Lyric, Denmark, Wis., and Lake, Winneconne, Wis., was at the Mayo Clinic. . . . Returned from the Mayo Clinic was the husband of Ruth Huebner, Strand, Oconomowoc, Wis. . . . Elmer Brennan, Bay, Green Bay, Wis., was awarded the title of Green Bay's most patient and busiest baby sitter at the theatre.

U-I—Greetings to the new receptionist, "Jerry" McDonald. . . . Eleanor Stevens, stenographer, spent weekends skiing. . . . Manager Dave Goldman was a busy man on that last campaign.

Minneapolis

Minnesota Amusement Company sold the equipment and lease of the Lyric, Watertown, S. D., to comply with terms of the consent decree. Purchaser is Jim Randgaard, owner, Staples, Staples, Minn. The purchase price was reported in excess of \$90,000. . . . Plans were mapped at a meeting at Little Falls, Minn., recently to line up all theatres in north central Minnesota to raise admission prices to a uniform scale. About 20 exhibitors attended the meet, called by Lowell Smoots, Little Falls exhibitor. . . . Ruben and Wright closed the Metro, Red Wing, Minn.

Ben Delzer is general contractor on the new \$100,000 Dakota being erected at Bismarck, N. D. . . . Ed and Hildegard Kraus, he's been city manager at Fargo, N. D., since 1925 for Minnesota Amusement Company, celebrated their silver wedding anniversary.

George Miner, 63, Wisconsin circuit operator, died at Rice Lake, Wis. . . . J. M. Robinson is the new owner, Barrymore, Bridgewater, S. D. . . . B. J. Buus purchased the building and equipment of the Legion, Humboldt, S. D., from John Egge. . . . Recent out-of-town exhibitors on Film Row were A. L. Davis, Wood Lake, Minn., and Bill Danelz, Delmore, Minn.

Minnesota Amusement Company is staging its second talent contest, which will bring together in local, district, and grand finals in its theatres the best amateur talent. The contest will run through a seven-week elimination period. Grand finals will be at Radio City on April 19. The three top acts will win all-expense paid trips to New York for an appearance with "Ted Mack and the Original Amateur Hour."

Ben Blotcky, branch manager, Paramount, was vacationing in Florida. . . . New on Film Row are Mary Glorvick, bookers' clerk, MGM; Venerice Peterson, receptionist, Columbia, and Ray Lehrman, booker, Columbia. . . . Bill Clayson, booker, 20th-Fox, was hospitalized. . . . Pat Chandler, clerk, MGM, married Richard Marks at Shakopee, Minn. . . . L. E. Goldhammer, western sales manager, Monogram, was in for the "Monogram Week" drive. . . . Burtus Bishop, MGM midwest sales manager, was in. . . . M. A. Levy, branch manager, 20th-Fox, attended trade screenings of "I'd Climb The Highest Mountain" in La-Crosse, Wis., and Duluth, Minn.

Oklahoma City

Film Row locked its doors, and attended a meeting at the Midwest to discuss participation in "Brotherhood Week." The meeting was presided over by Morris Lowenstein, Majestic, president, MPTO of Oklahoma. Principal speakers included J. Clyde Wheeler, pastor, Crown Heights Christian Church; Rabbi Israel Chodos, Congregation Emanuel Synagogue, and Rev. Father John J. Walde, Corpus Christi Catholic Church. M. D. Brazee, Warner Theatres, Oklahoma City, is state publicity chairman.

Robert Busch, Villa and Uptown, is seeking a permit to arm a regular employee who will be unknown to the public in order to curb the wave of robberies in suburban theatres. The Villa was again robbed of \$80 after having been robbed earlier of \$200.

A. D. Smith sold the Vogue; Skellytown, Tex., to Ruel Essary. . . . Mrs. L. D. Burns purchased the Cement, Cement, Okla., from John Sanders. . . . Jess Cooper, Jr., Cooper and Okla, Antlers, Okla., has been confined in the City Hospital at Paris, Tex.

A lone gunman held up the Penn, and forced the cashier to give him approximately \$35 in receipts. . . . Phil Marker, booker, Paramount, has been confined with the flu.

Charley Weldon, former shipper for Paramount, now stationed at Shepard Field, Wichita Falls, Tex., in the Air Force, was a recent visitor. He was called home on account of the serious illness of his mother. . . . The State, Harrah, Okla., has been reopened by Mrs. Bess Wilkie. The theatre has been completely remodeled.

C. M. Swabbe is taking over as manager, Vaska, Lawton, Okla. . . . State out-of-town visitors were: Volney Hamm, Okla, Frederick; Eugene Martin, Franroy and Alamo, Snyder; L. E. Brewer, Royal, Pauls Valley; John Terry, Perry, Perry; John Sanders, Melba, Cleveland; Mr. and Mrs. Wesley Hodges, Bulldog, Weatherford; Mrs. Bess Wilke, State, Harrah; Clint Applewhite, Nusho, Carnegie, and Les Nordean, Arcadia, Maud.

Efforts of Allied of Texas to foster the organization of an Allied unit in this area brought forth an open letter from Morris Loewenstein, president, Theatre Owners of Oklahoma, a TOA unit. While the letter took exception to certain things reported to have been said by Cole in a letter to state theatre-men, Loewenstein did declare that his unit did not object to a rival body if it could "dedicate itself to solving exhibitor problems without overemphasis on court actions."

Omaha

City Council condemnation proceedings for a new Omaha municipal auditorium stopped construction on two important Film Row structures. Halted were the \$50,000 Ballantyne Company addition and the new home of Metropolitan Scenic Studios.

Senator Carson introduced a bill in the legislature for a one-cent tax on five-cent soft drinks. Aim would be to raise funds for teachers' pensions. . . . James Emerson, son of Tri-States Theatres publicity man Ted Emerson, joined the navy. . . . Ceil Wolbach, MGM contract clerk, is back after an appendix operation.

Jack Jorgens, MGM salesman, is on the mend after a bout with influenza. . . . New manager, State, is Charles H. Snyder, Detroit, formerly with Warners. . . . Mr. and Mrs. Kenneth Cooley bought the Star, Callaway, Neb., from Lester

From. . . The navy cooperated with manager Larry Caplane in promoting "Operation Pacific," RKO-Brandeis

Portland

Harry H. Moyer, 60, pioneer exhibitor, died after a year's illness. He opened the Sellwood in 1932, operated others later, and was also interested in a theatre in Miami, Fla. . . . Russ Brown, manager, Paramount, had the latest army weapons on display in the Paramount lobby. . . . Harold Lake, comptroller, J. J. Parker Theatres, was at a conference of the Oregon Audit Association. . . . Bob Anderson, Hamrick Theatres, advised parents to keep children away from "Crime of Korea." . . . Star Walter Brennan was named the first citizen of Joseph, Ore. He is also owner, Rainbow.

St. Louis

In Altamont, Ill., the Main, owned by A. T. Wohler, was the scene of a special show sponsored by local distributors of John Deere Company products. . . . Erie Johnston, president, Motion Picture Association, was compelled to cancel his plans to speak here at the special farewell luncheon for Chester C. Davis.

In Nauvoo, Ill., March 1 is the latest date for the opening of the theatre being erected here by J. A. and E. J. Kraus. Nauvoo has been without a house since the Mormon burned down.

In West Plains, Mo., Dean W. Davis recently purchased the Arcade from Jesse Jones and J. R. Luckey, Wheatland, Mo., and closed the house. Davis also owns the New Avenue and Davis. . . . In Chandlerville, Ill., Mr. and Mrs. Charles Trimble, operating the 240-seat Chandlerville since October, disposed of the house to new owners.

Jules Leventhal, part-owner, Lyric, Senate, and other houses in the Goldman-Leventhal-Tobin Circuit, is slowly recovering from the injuries suffered in an automobile collision.

Sol Hankin, Monogram salesman, was released from the Jewish Hospital. . . . Out-of-town exhibitors included: Frank X. Reller, Wentzville, Mo.; John Rees, Wellsville, Mo.; L. A. Lieber, Pacific, Mo.; Dean Davis, West Plains, Mo.; Rani Padrucci, Frisina Amusement Company, Springfield, Ill.; Ed Clark, Mattoon, Ill.; Bud Mullaney, Ricky, Mattoon, Ill.; Val Mercier, Perryville, Mo.; Gus Boenler, North Alton, Ill.; Paul Schroeder, Lebanon, Ill.; Charley Beninati, Carlyle, Ill.; Mrs. C. K. Heidbreder, Virginia, Ill.; Elmer Donze, Hill Top Drive-In, Perryville, Mo.; William E. Waring, Jr., Cobden, Ill.; Bud Mercier, Fredericktown, Mo., and Tom Bloomer, Belleville, Ill.

Bob Jones, MGM, now the special representative of the St. Louis loge, Colosseum of Motion Picture Salesmen of America, was in Omaha for a meeting of other midwestern division representatives from Kansas City, Omaha, Des Moines, Minneapolis, and Milwaukee to select the division's representative on the national collective bargaining committee. . . . Stage shows were revived at Ansell Brothers' Empress.

Plans for participation in "Brotherhood Week," Feb. 18-25, were made at a mass meeting held in the Shubert called by Harry H. Haas, St. Louis manager, Paramount, district chairman, motion picture distributors. Herbert J. Bennin, St. Louis manager, MGM, was the program chairman for the meeting.

Don R. Davis, Kansas City, district representative, theatre equipment division, RCA, is one of the eight members named directors of the RCA Sales Leaders Club.

Clyde Hogg purchased the interests of his partner, Clyde Richardson, and now is the sole owner of the Poplar Bluff Drive-In, Poplar Bluff, Mo. . . . Lowal Ragon, owner, Neoga, Neoga, Ill., recently completed his term as sheriff for Cumberland County, Ill., and moved his family to the new home on the outskirts of Neoga.

The Board of Aldermen passed the two additional safety requirements for existing theatres that were inadvertently left out bills that went through on Jan. 5 requiring compliance with a 14-point fire safety program set up by Building Commissioner Baum as substantial compliance with the provisions of the new city building code.

Jim Rodell, Rodee, New Berlin, Ill., who served as a lieutenant commander with the navy in World War II, reports back for active duty on March 1. His wife will take over management of the theatre. . . . Clyde Miner, owner, Strand, Ridgway, Ill., recently installed new projection equipment and new dark reflective surface screen. . . . Will York, Indianapolis division manager for Typhoon Air-Conditioning Company, was conferring with Arch Hosier, St. Louis Theatre Supply Company.

San Antonio

Police stopped burlesque showings at the Star and Zaragoza. . . . George Atkinson, Columbia press agent, was here beating the drums for "Born Yesterday." . . . J. Truex, Azteca exchange manager, is the father of a new baby son.

Edward Gomez and Robert Villarreal, Alameda, Sebastian, Tex., were in booking as was T. J. Jackson, Falcon Drive-In, Falcon Dam, Tex. . . . Special gifts were given to drivers of the first 400 cars driving in to the various Statewide Drive-Ins.

Southwest Theatres Company will move its booking office in Dallas to Corpus Christi, Tex. Leon Newman, partner, will be in charge of the new office. C. A. Richter is president. Bob Hartgrove, now in charge of the Dallas office, leaves the company to open up his own booking office, to be known as the B and B Booking Service. Hartgrove will be associated with B. Crim. They will buy and book for the Cowtown Drive-In, Fort Worth, Tex., in which they have an interest.

Leaman Marshall, manager, S and M Amusement Company, announced that necessary repairs will be made to the Terrell Drive-In, Terrell, Tex., damaged

in a windstorm. . . . C. J. Musselman sold his Lamar, Paris, Tex., to the A S and W Amusement Company. . . . Charles Reynolds, manager, Fulton, Houston, Tex., has been called into the army. He is being replaced by Charles Hasting. . . . Jeff Hardin, Sr., has been appointed city manager, Wallace Theatres, Levelland, Tex.

San Francisco

Golden Gate manager Mark Alling and publicist Bill Blake can well be proud of their exploitation for "Korea Patrol." On opening day, 500 balloons were sent aloft by Red Cross volunteers who remained on duty at the theatre all week to accompany donors to and from the blood bank. The balloons carried an announcement of the transportation unit stationed at the theatre, and attached were certificates of application for blood donors. The Chronicle serviced the Golden Gate's lobby bulletin board with daily bulletins on late Korean war news, and the army was on hand with its mobile transmitting station to send messages from donors to the boys in Korea. Richard Emory participated.

Anne Belfer, North Coast, sold The Chronicle on the idea of a feature story and cover for the Sunday magazine section when "Gerald McBoing-Boing" played the United Artists.

A gigantic kickoff meeting for "Brotherhood Week" took place at the United Nations.

The Royal Amusement Company came into the news with the visit from Honolulu of Walter Chapman and his associate, Henry O'Sullivan. . . . Peter Fat, Royal Amusement Ltd., returned from a trip to Arizona, New Mexico, and Texas. . . . A. C. Brown, Paramount home office, was in. . . . Lou Marron, Columbia publicist was here working on "Born Yesterday." . . . Max Bercutt, Warner exploiter, will be at the Hilton Hotel, Albuquerque, N. M., for the next few weeks. . . . Arthur Baron, formerly with Warners, Salt Lake City, has been transferred here, replacing Lloyd James, salesman, resigned. . . . Page Woodside, booker-clerk, MGM, resigned to return to Florida. . . . Jack Halvorsen has been promoted from assistant. Orpheum, to manager, Esquire, succeeding G. T. Pinckard, who enlisted in the army. . . . Alan Heid, Monogram salesman, Salt Lake-Denver territory, has been assigned to the local sales force. . . . Jeannette Sandt, secretary to Monogram's Mel Hulling and James Myers, is recuperating from an appendectomy. . . . N. P. Jacobs, president, Favorite, has returned after a period at home with a dislocated knee. . . . Helen Adams, accounting chief, Lippert, will marry B. H. Engrahm on March 13.

Fay Reeder, advertising-publicity director, Fox West Coast Theatres, has been appointed a director of the Downtown Association. . . . L. S. Hamm has been elected chairman, tax committee, Chamber of Commerce. . . . Spencer Leve, Northern California division manager, turned over \$2,795.60 from the premiere of "Halls of Montezuma" to the Marine Corps League. . . . The Gen-

eva Drive-In lost close to \$1,000 when two armed bandits told Velle Petersen to "turn her head, and keep it turned." . . . The Redwood, Redwood City, Cal., was robbed of \$83.20 when a gunman flashed an automatic at Margaret Haro, and the Golden Gate's Nell Small was confronted with a gun, and ordered to "turn over the money." The theatre's loss was \$18. . . . Burglars paid a visit to Columbia's branch office, and took sales manager Mel Klein's fountain pen, an adding machine and several packages of stills. . . . In town were Bert Henson, Redwood Theatres division manager, from Modesto, Cal., and Redwood's Earl Boughman, division manager.

Seattle

Television advertising was used by Columbia for "Born Yesterday," 5th Avenue. The plug consisted of an introduction by Sam Siegel, Northwest exploitation representative, followed by scenes. . . . Mr. and Mrs. Ray Peacock, Plaza, Waitsburg, Wash., who closed their theatre, are planning its reopening. They returned from a trip to Anchorage, Alaska, where they visited their son, managing one of the Lathrop theatres. . . . Joe Woelfert, who recently joined the Sterling Theatres staff, has been appointed concessions manager. . . . Walter Escheback has been made city manager, The Dalles, Ore., for Sterling Theatres.

Foster Blake, western division manager, U-I, was here for a conference with George De Waide, branch manager. . . . Frank L. Newman, Sr., president, Evergreen Theatres, and Mrs. Newman are vacationing in Palm Springs, Calif. . . . W. B. McDonald, Olympia, Wash., exhibitor, has gone to Florida.

Ernie Piro, salesman, United Artists, left for San Francisco to attend a regional meeting of the Colosseum. . . . Betty Hickman, 20th Century-Fox, entertained the girls of the office at a dinner. . . . Among Northwest State exhibitors on the Row were: L. A. Gillespie, Okanogan; A. G. Peechia, Eatonville; Mel Sohn, Kirkland; J. R. Kane, Tacoma; Joe Rosenfield, Spokane; Guy Spencer, Tacoma; Arthur Zabel, Olympia, and Don Barovic, Puyallup.

Bills to limit admission taxes in counties, cities, and towns in the state to not more than one cent on 20 cents or fraction thereof were passed by the State Senate and sent to the House.

Jack Hamaker, manager, Evergreen's Paramount, was appointed city manager for the circuit. Delmo Larison takes over Hamaker's post.

With the U-I branch offices undergoing extensive repairs and alterations, its next-door neighbors, Warners and National Screen Service, are sprucing up. . . . Spacarb of the Northwest, Inc., owned and operated by F. M. Higgins and son, Bill, held open house in new offices at 123 West Harrison Street. . . . Ed Walton, who resigned as vice-president and assistant general sales manager, Republic, is expected back in March.

NEWS OF THE

Territory

BRANCHES

Cincinnati

For the first time in the history of Tent 3, Variety Club, wives will witness the installation of its officers at a dinner-dance in the Pavillon Caprice, Netherland Plaza Hotel, on Feb. 10.

Advanced territorial screening of 20th-Fox's "I'd Climb the Highest Mountain" was set for the local Forrest; Granada, Bluefield, W. Va.; Keith-Albee, Huntington, W. Va.; State, Charleston, W. Va.; Art, Dayton, O.; Ben Ali, Lexington, Ky., and Indianola, Columbus, O. Lunches are to be served.

Variety Wives entertained members and friends of the Variety Club with a birthday party in the club headquarters, honoring members with birthdays from October through January. . . . The Camargo, Maderia, O., had a first suburban showing of "Blanche Fury." . . . Nicholas Goldhammer, eastern division sales manager, Monogram, and F. J. A. McCarthy, southern and Canadian sales manager, James Frew, branch manager, Atlanta, and "Bucky" Harris, all U-I, visited. . . . H. J. "Pop" Wessel, Film Service, was confined by illness. . . . The mother of Marion Conley, cashier, Paramount, died in Portland, Me. . . . Fred Krimm has been installed as Chief Barker, Dayton, O., Variety club. . . . Milton Gurian, Lippert branch manager; Jack Finberg, UA branch manager, and Rube Shor, secretary-treasurer, West Virginia Allied Theatre's Association, Inc., were out-of-town on business. . . . Troy, Swecker, Tygart, Valley Head, W. Va., joined W. Va. Allied.

Visitors included: Hank Davidson, Lynchburg, O.; Carl Pfister and Moe Potasky, Troy, O.; Bud Gillian, Tony Stern, and Bill Gordon, Cleveland; Sylvester Morman, Coldwater, O.; George Pekras, Columbus, O.; John Holakan, Dayton, O.; O. G. Roaden, Loyall, Ky.; Max Matz and George Frehling, Bluefield, W. Va., and Albert Aaron, Charleston, W. Va., enroute to Florida for the winter.

With the wind-up of the four day annual meeting of MGM field auditors at the Netherland Plaza Hotel, Alan F. Cummings, in charge of exchange operations, and his assistant, Harold Postman, returned to their New York headquarters. Auditors John Ash, Charles Bell, Lawrence Callahan, W. J. "Gil" Gilillian, and Harry A. Simons; master booker Thomas Grady, and maintenance supervisor Oliver Broughton, who also attended the sessions, returned to their respective headquarters.

Cleveland

Herbert Ochs, who operates outdoor theatres in Canada and the States, is so optimistic about the coming season that

he will boost prices in all of his situations. The long indoor winter and higher wages will, in his opinion, result in a desire for outdoor entertainment and a willingness to pay more for it. In addition to the Canadian ozoners now under Ochs operation, two more, which were started last summer, will be completed in the spring. They are located at Lindsay and Midland, both in Ontario, Canada. Also recently added to the circuit is the New Welland Drive-In, Welland, Ontario, purchased by Ochs and Ken Jones, the Ochs circuit Canadian district manager, from Len Bethel and associates, Brantford Circuit.

Abe Kramer, Associated Circuit official, and Mrs. Kramer returned from a trip to the west coast where they learned that their daughter, Hope Kramer, has been signed by Warners to appear in a forthcoming picture.

Local exchanges closed for one hour so that all personnel could attend a "Brotherhood Drive" meeting held in Studio One of WHK's new radio station. Irwin Pollard, industry regional chairman, arranged the meeting. Exhibitor co-chairmen are Martin G. Smith, Toledo, O., and Ness Auth, manager, Palace, Akron, O. Auth attended the meeting but Smith was in Florida, and unable to attend. Civic speakers addressed the audience. Under Pollard's direction, the northern Ohio territory has been divided into four divisions captained by Sam Lichter, Jack Bruckner, Bill Twigg, and Justin Spiegle. Assigned to each captain are eight salesmen whose job it is to see every exhibitor in the territory, and to secure their membership.

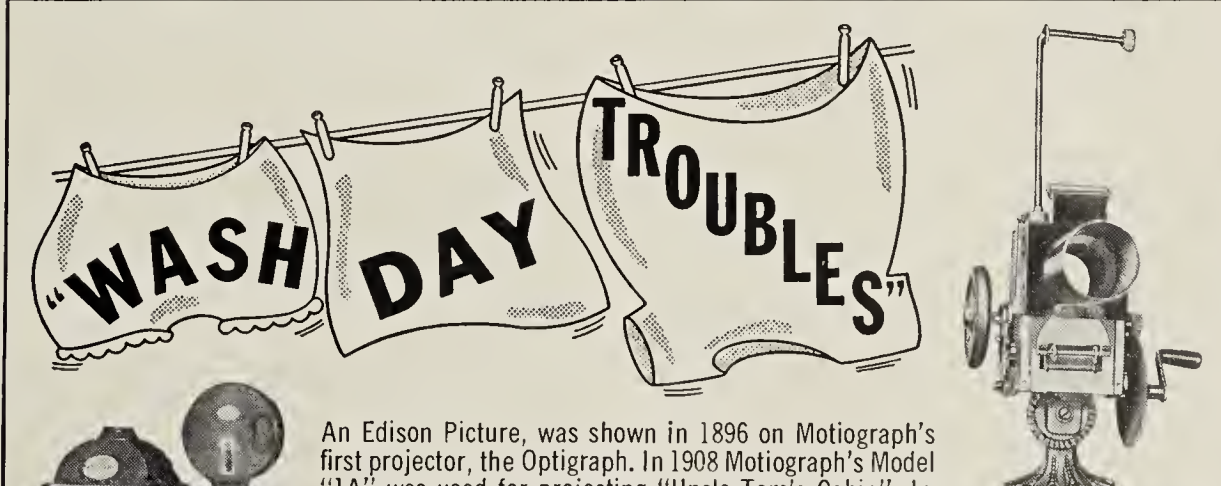
Bill Slater, U-I exploiter, was here to set up a promotion on "Tomahawk." Van Heflin, starred, was to meet members of the press, radio, and television, and to make radio and television appearances. The following day a group of Sioux Indians were in to continue the promotion.

Peter Wellman is no longer connected with the Mahoning, Youngstown, O. The Girard circuit owner turned the house over to Harry Foster. . . . Buddy Barach and Oliver Pike, Theatre Enterprises, discontinued their partnership in their theatre premium business, with Barach now operating it on his own.

E. J. Stutz, Realart franchise owner, acquired "Bitter Rice" for distribution in the Cleveland and Cincinnati exchange areas. "Bitter Rice" is doing good business in Cleveland, where it has been playing to packed houses in its sixth week at the Lower Mall. Realart is also getting top bookings on "Salerno Beachhead" and "The Fighting Sullivans."

Rube Perlman, Lippert branch manager, set "The Steel Helmet" openings at Warners' Allen and Skirbell's Rivoli, Toledo, O. . . . A "Bernie Rubin Hospital Drive," to celebrate the Imperial boss' coming back to his desk after a serious illness, has two sponsors, Jeannie Burdel, secretary, and Ted Mash, booker, Imperial. This is a "first" in a new type of drive.

There has been a secretarial change in the office of Wade M. Carr, Manley district manager. Fleeta Fader resigned, and Irene Petcher is her successor. . . . Mr. and Mrs. Loren Solether, owners, Falls, Chagrin Falls, O., and the Hudson, Hudson, O., made a bid for public support by staging an invitational screening of "The Next Voice You Hear" at the Falls, followed by a tea in the theatre lobby. The guest list included members of the clergy, heads of private and public schools, club leaders, and members of the press of both Chagrin Falls and Hudson. This was the first time that the Solethers, who have been theatre owners for the past 25 years, inaugurated a special promotion of this type. The Solethers also did something original in connection with "The March of Dimes" collection at both of their theatres.



An Edison Picture, was shown in 1896 on Motiograph's first projector, the Optigraph. In 1908 Motiograph's Model "1A" was used for projecting "Uncle Tom's Cabin". In 1916 the Model "E", was putting Griffith's "Intolerance" on screens. The Model "F" projected Rudolph Valentino's "The Four Horsemen of the Apocalypse"; the Model "H", in 1923, for "The Covered Wagon"; the Model "HU", in 1935, for "The Informer" and, in 1936, the Model "K" for "Mutiny on the Bounty". Motiograph has really grown up with the movies.

Many of these old Motiographs, still running, give promise of even more years of service. It seems you simply can't wear them out!

Now, with 54 years of know-how built in, the Motiograph is still unmatched. That's why theatre men today just naturally turn to Motiograph, the outstanding name in projectors, for the best—the last development in projectors . . .

THE MOTIOGRAPH MODEL "AA"
FALLS CITY THEATRE EQUIPMENT COMPANY
 427 S. THIRD STREET • LOUISVILLE 2, KENTUCKY

Passes were sent to polio victims in the immediate area, and members of their families made the theatre collections.

All Cleveland theatres with the exception of only four, are back on full time operation. Those on part-time include the Ritz, Corlett, University, and Memphis.

The Richmond celebrated its second anniversary on Feb. 2, and part of the anniversary celebration was the presentation of a plaque from EXHIBITOR as being one of the finest theatres built in 1949. Max Greenwald, manager, accepted the plaque.

The Cleveland Motion Picture Exhibitor Association's annual general meeting to elect officers and board members was postponed to Feb. 1. The change was made because the original date conflicted with an industry luncheon at which actor Hugh Marlowe accepted, in behalf of 20th Century-Fox, the Cleveland Movie Critics Circle Award to "All About Eve," as its choice as best picture of the year.

The Motion Picture Council of Greater Cleveland sponsored an invitational screening of "I'd Climb The Highest Mountain" at the Shaker. . . . The Heart Society opened its annual drive with a special prerelease benefit showing of "Trio" at the Esquire.

I. J. Schmertz, 20th-Fox branch manager and Mrs. Schmertz left for their annual winter vacation in Miami Beach, Fla. . . . Already there to greet them were Sam Stecker, Associated Circuit, and his wife. . . . The Max Lefkowiches, Community Circuit, leave soon to join the Florida film colony.

Nat Barach, National Screen Service branch manager, and his missus moved into their new South Moreland apartment, Shaker Heights. . . . Walter Olds, longtime co-owner with Bert Brock of Argus, Inc., now owned by Paul Scholz, was around. . . . Oscar Price, Price Premiums, was in calling on exhibitors with his local sales representative Charlie Winett.

P. J. Wood, secretary, Independent Theatre Owners of Ohio, in a bulletin, advised members not to show "Why Korea" until he received an answer to a letter to John R. Steelman in which he seeks to learn whether both sides of the Korean question will be made available for general release.

In helping Monogram achieve its objective of having every theatre play a Monogram subject during "Monogram Week," Feb. 11-17, the exhibitor helps himself because the continued existence of these independent companies is the only way to maintain, let alone increase, the supply of motion pictures, P. J. Wood told members of the Independent Theatre Owners of Ohio through a bulletin.

Loew's Ohio, managed by Sam Shubouf, had the second annual exhibit of the Cleveland Society of Professional Photographers in the lobby. Interviews from the lobby were aired on radio and

television, and the show received prominent coverage by The Cleveland News and The Cleveland Plain Dealer.

Detroit

Earl J. Hudson, president, United Detroit Theatres, has been appointed national director, 1951 fund raising campaign, United Cerebral Palsy Associations, Inc. Hudson also is acting president, United Cerebral Palsy Associations of Michigan, Inc. Since he holds this post, Hudson has to leave for New York each Thursday. He is back at his office at UDT Monday morning.

Final plans for "Brotherhood Week" are being completed by all branches. Arrangements for the theatre drive were made at a mass meeting recently at the Arc, recently built by Jack Krass. Theatre employees, circuit staffs, and all branch exchange officials and employees were present.

"Tomahawk" was due in Detroit, and Van Heflin was in town to beat the drums followed by a group of Sioux Indians. . . . Ray Schmertz, 20th-Fox city salesman, Cleveland, is convalescing in Mt. Clemens Hospital, Mt. Clemens, Mich.

A new firm, Outdoor Theatre Concessions, with offices in the David Stott building, is being organized by Sadie Heller. . . . The former Model will now be known as the Latin. It has been taken over by Juan M. Morales and Rudy Schneider. . . . In a special ceremony on the stage of the 5,000-seat Fox, 75 men from Detroit were sworn into the U. S. Marine Corps. This platoon will be officially known as "Detroit's 250th Anniversary Platoon." The men, their parents, an American Legion band, drum and bugle corps, and guests saw "Halls of Montezuma" as guests of Dave Idzal, managing director, Fox.

Hero of the day recently was a theatre aide at the Lenox. A dozen Detroit scout cars were called to the theatre to quell a disturbance. Dell Grandson had the situation well in hand but it cost him a dislocated shoulder.

Indianapolis

U-I's "Bedtime For Bonzo" will have its world premiere at the Circle on Feb. 15, backed by the personal appearances of Diana Lynn, co-starred in the film with Ronald Reagan; Jesse White, featured player, and "Bonzo," Hollywood's new chimpanzee star. The premiere will serve to launch a key city personal appearance tour for Bonzo, Miss Lynn, and White. Maurice "Bucky" Harris is already on the scene handling the world premiere campaign.

Exchanges were closed so each employee could attend the "Brotherhood Week" meeting in the Indiana War Memorial. Three members of various religious faiths, a rabbi, a minister, and a priest, made short addresses. In charge of the gathering were Richard Frank, district chairman, and Kenneth Collins, exhibitor chairman. . . . William Conway, Irwin, Cannelton, Ind., is spending a 30-day vacation in Florida. . . . William McGovern, Ritz, Loogootee, Ind., was hunting deer in Wyoming.

Deloris Hill, booking stenographer, Warners, and Rudolph Sperger, were married. . . . Milton Kaiser, manager, Indiana, resigned. . . . Jesse Fine, Fine Brothers Circuit, Evansville, Ind., is spending three weeks basking in the Florida sunshine. . . . George Mallers, son of Peter Mallers, head, Mallers Circuit, Ft. Wayne, Ind., left Indiana University, where he was studying law, and now is an executive of the Mallers Circuit.

The Grand, Union City, Ind., are successfully running name band shows and stage shows every two weeks. Mrs. K. H. Sink reports the feature profitable. She also operates the Miami, Union City, Ind. . . . Leo Adler, auditor, United Artists, was in checking. . . . Joe Million, out-door theatres in Clinton and Veedersburg, Ind., is vacationing in Florida.

Pittsburgh

The entire industry of the Pittsburgh area held a "Brotherhood Week" meeting in the 5th Avenue High School auditorium. All the exchanges closed so everyone could attend, and despite the weather over 40 were on hand. Dinty Moore, district manager, Warner Theatres, conducted the meeting in the absence of George Tice, Columbia branch manager, who heads the overall distribution committee for Pittsburgh. The meeting opened with a timely address by Dean Moor. Mayor David Lawrence couldn't attend but sent his representative, Howard Stewart. Others who spoke were Morris Finkel, representing independent theatre owners; M. A. Silver, zone manager, Warner Theatres; Joseph Feldman, Silver's assistant, and Russell L. Bradley, local representative, National Conference of Christians and Jews, who also introduced other members of his board. The aim of the committee is to have 100 per cent representation by everyone who works on Film Row and participation by every theatre owner or manager in the territory. Theatres have been divided into groups, with a group assigned to a film salesman who will follow through on these accounts.

Art Morrone, head, Superior Supply, was operated on in Montefiore Hospital. . . . William Zeilor returned to managing the downtown J. P. Harris, with former manager Sam DeFazio moving to the Harris, East Liberty, Pa. . . . Betty Tullsiak, secretary to Charles Comar, Warner Theatres personnel manager, will leave her position to await the arrival of the stork. . . . Jean Porter, Schenley, has been promoted to assistant manager, Hollywood, Dormont, Pa. . . . Warners sneak previewed "Operation Pacific" recently at the Stanley. . . . Carmelia De Mann, niece of Joe De Mann, head projectionist, Warner Theatres, has gone to work as bookkeeper in the Warner Theatres zone office. . . . It won't be long now until U-I moves into its new offices on the Boulevard of the Allies, just above RKO. When this occurs, Republic will move downstairs to U-I's former spot, and the Lou Hanna, Franklin Film exchange officers will move from Van Braam to the former Republic quarters.

NEWS OF THE

Territory

Boston

Crosstown

Arlene Dahl, here in connection with the world premiere of "The Magnificent Yankee," Loew's State, presented the city a plaque to be placed on the building now occupying the site of the original Oliver Wendell Holmes residence. It is now occupied by the Boston Press Club.

Mrs. Louis Score, wife of the owner, Randolph, Randolph, Me., died as result of burns suffered when the theatre was destroyed by fire believed to have been caused by explosion of a gas heater in the building. The explosion occurred a short time after the matinee performance had concluded, and the only persons known to have been on the premises at the time were Mr. and Mrs. Score. Score suffered severe burns, and was removed to the local hospital.

Robert Laycock, 65, carpenter, Metropolitan, died suddenly. One of the most popular individuals in the industry, he had been employed at the theatre since its opening 25 years ago.

James "Red" King, RKO Theatres flack, is donning the grease paint for a fling before the footlights in the Cohasset Playhouse presentation of Moliere's "The Plays's the Thing."

The Astor is introducing a new gimmick when it closes out the four-week run of "The Mudlark," reopening an hour later with the premiere of "The Sound of Fury." Jules Field was in for two weeks assisting Astor publicist Al Margolian on the latter.

Pug Wells, American Airlines hostess, who was an inspiration for MGM's "Three Guys Named Mike," was scheduled to visit with the usual radio and press circuit personal appearances.

Industryites enjoying the warmer climes of Florida were: Andrew Tegu, head, Tegu Circuit, Vermont; Henry Wolper, U-I exchange office manager, and Meyer Stanzler, Stanzler Circuit. . . . Also off to the southlands was Toby Tabachnick, secretary to Joe Hochberg, head booker, Affiliated. . . . Arthur Foley, projectionist, RKO Boston, was off for an eight-week sojourn in Florida. . . . Charles Parshley, projectionist, University, Cambridge, Mass., returned to work recently, having been laid up for six weeks.

Territorial screenings for 20th-Fox's "I'd Climb The Highest Mountain" with invitations extended to ministers, priests, rabbis, PTA officials, and other civic-minded persons along with exhibitors were announced by James Connolly, branch manager: Civic, Portland, Me., Feb. 1; State, New Bedford, Mass., Feb. 7; Durfee, Fall River, Mass., Feb. 8;

Poli, Worcester, Mass., Feb. 14, and Poli, Springfield, Mass., Feb. 15.

The Metropolitan reported its largest opening day grosses in three years and its greatest Sunday gross in seven with "At War With The Army."

Deletions revealed last fortnight by the Bureau of Sunday Censorship included the following: "Atrocities at Fort Santiago," parts 1 to 9. (Deletions: Eliminate scene showing Jap soldier entering girl's room to point where girl shouts, "help! help!", in part 4). Classic; "Broken Hearts" (Greek), parts 1 to 9. (Deletions: Eliminate scene showing Pel patting servant girl on the buttocks, in part 3). George Keffalopoulos; "Storm Warning" (revised version), parts 1 to 10. (Deletions: Dialogue, "—they say that what one sister goes for, the other goes for too.", in part 9). Warners.

Dan S. Terrell, MGM exploitation manager, was in for the preview-premiere of "The Magnificent Yankee," Locw's State and Orpheum. Stars Arlene Dahl, Phyllis Kirk, and James Whitmore were also in, and, after three days of radio appearances, newspaper interviews, and other activities, in connection with the picture and also on behalf of "The March of Dimes," the trio went to New Haven for a similar agenda of activities.

Film District

Approximately 400 employees of film exchanges attended a meeting at the Hotel Bradford, called by Hatton F. Taylor, branch manager, RKO, and head, film distribution committee, "Brotherhood Week." John C. Dowd, president, Dowd Advertising Agency, addressed the assemblage on current need for funds.

James S. Burkett, independent producer releasing through Eagle Lion Classics, told New England film buyers and bookers that theatre business is on the upswing.

Taking a last fling at civilian life before entering the service, Fred MacDonald, student booker, U-I, injured himself while skiing, seriously enough to defer his induction a month.

Sam Jaffe, featured player in many films and currently appearing in the Brattle Theatre Company production, "Tartuffe," promised to be a guest speaker at the next Publicity Club luncheon.

Projectionists' Local 182 recently signed new agreements with American Theatre Corporation, Phil Smith Circuit, and Interstate. Retroactive to Sept. 1, the new contracts give the men one day off in seven.

Walter H. Young, son of Walter E. Young, Strand, Strand, Farmington, N. H. was married to Jane Barver. . . . Billy Driscoll, relief projectionist, broke his ankle recently while stepping off a bus, and will be laid up for several weeks. . . . Benn Rosenwald, MGM, sailed recently on a cruise aboard the Empress of Scotland. Jack Byrne, eastern sales manager, is pinchhitting for him. . . . "Operation Disaster" has its

New England Bowling

BOSTON—New England Theatres held the lead in the second week of the New England Theatrical Bowling League, with Independent Theatres and American Theatres tied for second place, Harry's Snack Bar third, Macaulay American Legion Post and MGM tied for fourth place, and Affiliated Theatres trailing with RKO.

Standings to date show:

	Won	Lost
NE	8	0
Inde.	5	3
Amer.	5	3
HSB	4	4
Leg.	3	5
MGM	3	5
Aff.	2	6
RKO	2	6

INDIVIDUAL AVERAGES

Plunkett, NE.....106.3	DeBrueil, Amer. ..84.8
Serra, Inde. 101.2	Field, Aff. 84.7
Saver, Leg. 96.1	Young, Inde. 84.3
Freeman, HSB ..95.7	McCarthy, Amer. ..84.0
Rathgeb, MGM ..91.5	MacIntyre, Amer. ..83.3
Goldman, Aff. 90.8	Rahilly, HSB 83.2
Burlone, NE. 90.2	Spingler, Leg. 83.0
Arsenault, NE. 89.7	O'Hara, RKO 83.0
Smith, RKO 89.7	Alfano, Amer. 83.0
School, MGM 89.5	McCleod, Leg. 83.0
Morton, HSB 89.5	Rowe, Aff. 82.8
Vieira, Leg. 89.3	McGowan, MGM ..82.5
Farrington, Aff. ..89.2	Hill, Inde. 82.0
Fahlbusch, NE ..89.0	Feinstein, Amer. ..81.7
Hochberg, Aff. 89.0	Anderson, HSB ..81.5
Levin, Inde. 86.3	LaCross, RKO 81.0
McGerigle, RKO ..86.2	Dooley, Leg. 79.5
Cavicchi, Leg. 85.8	Downing, RKO ..79.3
Castro, HSB 85.2	Oberman, MGM ..69.7

HIGH SCORES

Single string: Serra, Inde., 108; Plunkett, NE, 109-107; School, MGM, 101; Freeman, HSB, 116; Goldman, Aff., 105-100; Morton, HSB, 104; Hochberg, Aff., 109; McGerigle, RKO, 100.
Three strings: Plunkett, NE, 315; Serra, Inde., 294.

New England premiere set for the Civic, Portsmouth, N. H. . . . George Tradd, projectionist, Hancock Village, is at New England Baptist Hospital, where he recently had an operation for gallstones. . . . Mrs. Frances Roselli, biller, RKO, resigned, awaiting a blessed event. . . . Fred Phinney, formerly at the Mayflower, is now performing the same duties at the Beacon Hill. . . . The Malden, Mass., Auditorium is now operating on a three-day, weekend schedule. . . . The membership drive of Macauley Post, American Legion, is underway with vets who have served since June 24 being accepted in membership.

Two new teams representing MGM and American Theatres Corporation joined the Film Row Bowling League. . . . Joe Levine, Rex, Cambridge, Mass., has signed up with Independent Exhibitors of New England. . . . Louis P. Vuona, Westerly Drive-In, R. I., recently joined Drive-In Theatres Association of New England. . . . Paul Kneeland, The Boston Globe feature writer, is readying a story on ex-neighbor Ruth Roman. . . . Ansel Sanborn, New Hampshire exhibitor, has been named Republican floor leader in the New Hampshire legislature. . . . A Sharbey Circuit meeting was held recently at Scenic, Keene, N. H. . . . Ersley Blanchard, veteran theatre owner, Coniston, N. H., sends his greetings to his friends along Film Row, and hopes to see them when he gets plowed out. . . . James Beckingham, Dover, N. H., manager, has been elected treasurer, Dover Veteran Council. . . . Nat Max, projectionist, is recovering from a hernia operation.

Several Mass. Bills Would Affect Trade

BOSTON—Bills introduced on Beacon Hill which have either direct or indirect bearing on the film industry in this state are being mulled over by state solons. Three House bills which would regulate the observance of certain holidays in the same manner as Sunday are now before the Committee of Constitutional Law, numbered 1274-1275 and 2003. Others are: 820, before the Committee on Labor and Industry, which provides for one-day rest in seven for projectionists; 1346, before the same committee, prohibits theatre owners from requesting personnel to work more than six days; 377, prohibiting the sale of tickets for seats with obstructed view; 378, providing for regulation of advertising on reissues and rereleases, and 172 and 1107 pertaining to locations of drive-ins, and currently being heard before the Committee on Mercantile Affairs. Another bill considered a "sleeper," before the Committee on Military Affairs and Public Safety, provides for a board to be formed by Commissioner of Public Safety to supervise the storing and handling of toxic substances. Four unidentified bills regarding construction, inspection, regulation, and licensing of buildings are also under consideration, but at present no action is planned by industry watchdogs.

At a hearing last week, seats behind posts and reissues of old movies came in for legislative attention. Representative Charles Holman, Norwood, complained again over the fact that he was seated behind a post for a ball game two years ago. He also complained that his son had such a bad seat at a show in Boston Garden that he couldn't see a quarter of the show.

Representative Joseph H. Leahy, Somerville, complained that the public is tired of being "milked, mulched, and murdered" on re-released movies, urging that theatres be required to print the word "re-release" on advertisements.

Opposing the bill was Frank C. Lydon, Allied Theatres of New England.

Art Moger, WB field man, claims that by use of a large magnifying glass, his picture is visible on the cover of a recent Warner Scoreboard. He's also starred

WANTED: EXPERIENCED MANAGERS

for conventional and drive-in theatres in New York—New Jersey area. Salary open. Jobs permanent. Write, stating experience and references, to

BOX 78

EXHIBITOR, 1225 Vine St., Philadelphia 7, Pa.

MOTION PICTURE EXHIBITOR

with 13 years experience operating own theatres in New England seeks position in assistant or executive capacity. Knows Buying, Booking and Administrative work.

BOX 79

EXHIBITOR, 1225 Vine Street, Phila. 7, Pa.

momentarily in Warner-Pathe News-reel 44.

Lew Breyer, former president, Madison Pictures Corporation, purchased an interest in the Pike Drive-In, Johnston, R. I., where he will be associated with A. M. Schuman and Louis Rogow. Breyer will represent the Schuman-Rogow interests in the situations, serving actively as general manager, buyer, and booker.

Ben Abrams, Monogram district manager, reports local exhibitors cooperated nicely for "Monogram Week," Feb. 11.

Effective on March 1, the Boston office of Heywood-Wakefield's public seating division will be located at 42 Winchester Street, Boston 16. Theatre chair salesman Charles H. Rukas will be in charge. The Boston office will continue to operate as a branch of the eastern division headquarters, New York.

Connecticut Danbury

Manager Irving Hillman, Empress, recently screened "How to Beat the A-Bomb," for the Board of Selectmen and Defense Council.

Hartford

For U-I's "Target Unknown," Strand, field exploiter Paul Daniels developed a campaign along the lines of internal security, with leading industrial plants in the area aiding in the promotion.

Maine Augusta

Proposed Maine legislation requiring theatres to employ two projectionists for continuous showing would force small theatres out of business, it was warned by exhibitors at a hearing conducted by the state legislative business legislation committee. Arthur F. Tiffin, Augusta, counsel, Maine-New Hampshire Theatre Company, called the proposal a "make job" bill. Col. William B. Williamson, president, Maine-New Hampshire Company, said Joseph A. P. Flynn, chief inspector, State Insurance Department, had termed the bill "definitely unnecessary." The bill, introduced by Representative Albert C. Berry, South Portland Republican, was supported as a safety measure by Frank Smith, Portland projectionist and AFL union officials, and Horace Howe, Portland, Central Labor Union official.

Massachusetts Fall River

Thirty-five merchandise awards are being made each Saturday night at the Park through special arrangement made by Manager James MacNamara. . . . The Capitol resumed continuous performances. . . . Richard Ironfield and Robert Ironfield returned to the projectionists' room and Miss Patria Thomas to the staff. . . . Robert Dagais left the Durfee, replaced by Joseph Otock. . . . At the Academy, Manuel Rodriques resigned to enlist in the army.

New Hampshire Concord

Frank K. Eldrige, manager, Capitol, entertained legislators and educators at

Andy Colavolpe Eyes Areaites Down South

(Andy Colavolpe, New Haven representative for EXHIBITOR, went south a few weeks ago. In this report, he covers activities of Nutmeg State residents. —Ed.)

Here's an idea what's going on around Miami and some information about some Connecticut and other New England folks now down here.

Tim O'Toole, former New Haven Columbia branch manager, now retired and living in Fort Lauderdale, Fla., invited me to visit with him. He met me at the Fort Lauderdale Daily News office, and then showed me around the town. He is active in the Variety Club of Miami, Tent 33, and also the Lions Club. In the same Variety tent is George Hoover, past Chief Barker and national canvassman. He'll be remembered by Meadow Street folk and others as former division manager, M and P, Connecticut and Massachusetts.

Farther up the Fort Lauderdale beach, we went past the Atlantique Apartments, where Joe Faith, upstate Connecticut exhibitor, usually spends his winter. Mrs. O'Toole then drove us to the new home at 1645 N. E. 7th Place, a short distance from the main Number One Highway, the last word in homes.

Fred Van Doren, former Waterbury exhibitor, now has a motel at 1330 N. E. 110th Terrace, Miami. A recent visitor was Jack Bullwinkle, former Columbia branch manager in Albany, now retired, and living presently at Delray Beach. Bullwinkle was formerly a salesman in the New Haven area back in the days when Martin Kelleher was in charge of the First National exchange. Another New Englander due to retire in Florida is Ed Rosenbaum, who did publicity for Tim O'Toole when he was in the Boston exchange. Rosenbaum also plans writing a book when he settles down. Leon Gorman, who retired in 1941, another Florida resident, is known back in New England for his Ralph Snider Circuit., Connecticut.

Our conversation was interrupted when the maid stated that Lon Vail, Lyric, Warren, R. I., and Bristol, Bristol, R. I., called, and left word that he wanted to visit. Abe Barry, Columbia booker, Boston, also planned to visit the O'Tooles.

Drive-Ins have been springing up everywhere. A new one, the Hi-Way, opened a short ways down the road from Fort Lauderdale.

With all the construction, etc., I was a bit curious to know whether the one TV station in the area was affecting theatre business. O'Toole said that he didn't think the programs on the one station had made any difference. Most all programming was on film, because there is no connecting cable with the northern TV circuits.

Tim and Mrs. O'Toole wanted to be remembered to their friends up north.

—ANDY COLAVOLPE

a special preview of "The Magnificent Yankee." Invitations were extended to all legislators, the governor and council, and some 25 educators.

NEWS OF THE

Territory

New York City
Crosstown

RKO Theatres and WNBC and WNBT completed negotiations for a 13-week television-and-radio-package deal. Through the combined mediums of TV and radio, RKO Theatres plans to advertise and publicize attractions and also the "Let's Go Out to the Movies" campaign.

Accountant Gerald Balmuth, Eskin Enterprises, celebrated his birthday on Jan. 29. . . . Head bookkeeper Esta Elstein, Interboro, announced her engagement to Kim Kurt. . . . Seymour Florin, Liggett-Florin, was back from a Florida vacation. . . . Booker Norma Fallenberg, Liggett-Florin, retired from the trade. . . . Allen I. Yackira is the new operator, Astor, New Rochelle. . . . The Toledo, Bronx, will be operated by J. U. Theatre Corporation.

The New York Film Critics awarded its citations for 1950's motion picture "bests" before a distinguished gathering at the Rainbow Room, Radio City. The awards, this year completely swept by 20th Century-Fox as far as American production was concerned, were presented by chairman Howard Barnes, The New York Herald Tribune, at a cocktail party given by the critics for the winners and members of the film and newspaper fraternity. The "best picture" citation which went to "All About Eve" was accepted by 20th-Fox President Spyros P. Skouras. Joseph L. Mankiewicz was present to receive the "best direction" award for "All About Eve," and Bette Davis received the "best acting" award for her performance in the same picture. Gregory Peck was cited for his role in Zanuck's "Twelve O'Clock High" as the finest of the year. Among 20th Century-Fox executives at the affair were Al Lichtman, Joseph H. Moskowitz, Andy W. Smith, Jr., Charles Einfeld, and Murray Silverstone.

Jack Berkson, Screencraft Pictures, advised he will release three Pine-Thomas features formerly released by Paramount and featuring Richard Arlen, "Power Dive," "Forced Landing," and "Flying Blind." . . . Thomas Brandon, head, Brandon Films, announced that "Muscle Beach," prize-winning American documentary which received honors at the 1950 Edinburgh Film Festival, will be released soon.

Irvine Rubine, vice-president, Robert Stillman Productions, arrived to set the overall schedule of national release dates for "The Sound Of Fury," the first Stillman film for United Artists. Rubine also huddled with UA toppers and Harold Salemsen, Stillman eastern publicity representative, to map the advertising and publicity campaign for "Queen for a Day."

Shirley Ballard, in "The Second Woman," Rivoli, received the full "star" treatment on her visit to publicize the Harry M. Popkin-United Artists picture. Release of "The Second Woman" touched off a spark in UA's publicity department under supervision of Al Tamarin.

Results of the annual election of officers of Paramount Pictures Club include the following: Albert Deane, president; Fred Goldberg, vice-president; Martin Rosenfield, treasurer, and Irene F. Scott, secretary. Elected as governors were Adeline Fanelli, Richard Hodgson, William Piper, Adeline Scalzi, and Herbert Steinberg. . . . Window displays in more than 40 jewelry stores helped plug Paramount's "At War With The Army," Paramount. . . . 20th Century-Fox's "Of Men And Music" will be heralded in thousands of homes and apartments in the area through inclusion of the film's special herald in the monthly bill of the Owners and Tenants Electric Company, Inc. Artur Rubenstein, Nadine Conner, and Dimitri Mitropoulos, who, together with Jascha Heifetz and Jan Peerce, are starred in "Of Men and Music," and Deems Taylor will attend the world premiere at the Park Avenue on Feb. 13 for the benefit of the Hospitalized Veterans Music Service.

A special preview of Warners' "Operation Pacific" took place at the Strand with officers and men of the Third Naval District, the U. S. Naval Air Reserve Training Command Band, and a group of wounded navy veterans of the Korean fighting participating.

The Embassy, 42nd and Park Avenue, has been added to the Brandt Circuit. The house will be operated on a double feature policy.

Loew's Theatres New York managers and district managers met with the publicity department to discuss plans for an extensive publicity and exploitation campaign on MGM's "Kim," which opens in the first-runs Valencia and Paradise on Feb. 14.

SHEA CIRCUIT—The following home office executives attended an important executive meeting of the Jamestown Amusement Company, Inc., in Cleveland on Jan. 29: E. C. Grainger, president-general manager; T. E. Shea, vice-president; George Goett, assistant treasurer; M. A. Shea, Jr., assistant treasurer; W. E. Barry, comptroller; G. J. Shea, corporation secretary and supervisor of purchases, maintenance, and concessions; R. E. Smith, film buyer and supervisor of labor relations; C. J. Lawler, booker; A. J. Grainger, assistant buyer-booker, and William B. Shea, corporation clerk. . . . Bookkeeper Cecille Rosen celebrated her birthday on Jan. 26.

David A. Lipton, U-I vice-president in charge of advertising and publicity, left for California following two weeks of conferences with home office executives.

Harry Brandt, head, Brandt Theatres, and president, Independent Theatre Owners Association, will direct the largest campaign ever held in Greater New

York to finance programs for combating prejudice and safeguarding democratic liberties. Brandt will serve as chairman of the Joint Defense Appeal campaign cabinet, the overall planning body for the drive in the metropolitan area.

Brandt will henceforth do the booking and buying for the Parkway, Bronx. . . . Secretary Eleanor Zeifman, Brandt, was back after illness.

Matty Polon, in charge of film buying and booking for RKO's out-of-town theatres, went to Chicago, Kansas City, and Omaha last week.

New Jersey
Newark

Gene Collins, who appears in the "Battle of the Magicians," will make a personal appearance at many of the Warner theatres. . . . Bernard Silverman, manager, Branford, made a tieup with the Borden Milk Company in conjunction with "The Milkman." . . . George Pajonas is the new manager, Hawthorne, Hawthorne, N. J., succeeding Milton Harris. . . . Jack Barrett, manager, Wellmont, has an extensive campaign on "Breakthrough."

New York
Albany

Six new members have been elected to the Variety Club: Alan Iselin, assistant to Neil Hellman, Hellman Theatres; Frank Carroll, Loew's booker; Ralph Mauro, National Theatre Supply; Bert Armm, actor and son of Jack Armm, former Columbia salesman and later PRC manager; Walter Scheff, sales-manager, Ten Eyck Hotel, and singer over WPTR, and Bob Snyder, WOKO disc jockey. . . . Charles A. Smakwitz, Warner Theatres' zone manager, has been elected president, Heart Association of Albany County. The fund raising campaign started on Feb. 1. . . . Frank Garcin, assistant, Ritz, has been transferred to the zone office as bookkeeper. . . . Frank Carroll, Loew's booker, and wife, were vacationing in New York. . . . Geraldine Rudebush was added to Loew's. . . . Doris McGrath, National Theatre Supply, resigned, replaced by Estelle Friedman. . . . Exchange employees of both Local B-43 and F-43 are elated over receiving their salary increases and are looking forward to a retroactive pay back to Dec. 1. . . . Leonard Rosenthal, counsel for Upstate Theatres, and Mrs. Rosenthal returned from a stay in Sarasota, Fla. They were accompanied by Mr. and Mrs. Bob Stone. . . . Joe Grand is operating his Eagle on Saturdays and Sundays only, and has gone into the

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liquor business. He purchased the Naumoff Liquor Store. . . . Geneva Barcomb is U-I's new secretary to Al Marchetti, office manager-booker. . . . Frank Marshall, Warner Theatres' film buyer, New York; Al Kane, Paramount district manager, and Ed Fitzgerald, Paramount branch manager, Buffalo, visited Warner Theatres' office to confer with C. A. Smakwitz, zone manager, and Max Friedman, film buyer. . . . Chuck Limmer, Warner Theatres' stock clerk, resigned.

—M. E. B.

Buffalo

An industry mass meeting of distributors, theatre executives, and all exchange employes was held in the Variety Club to signalize "Brotherhood Week." Plans for the industry cooperation were discussed, and the 1951 campaign was launched. Dave Miller, U-I, branch manager, is distributor chairman, and James Eshelman, exhibitor chairman. Peter R. De Fazio, Warners' branch manager, is distributor co-chairman, and William Brereton, publicity director, Basil Brothers Theatres, publicity chairman. Bernard H. Bird, city treasurer, addressed the meeting in place of Mayor Joseph Mruk. Other speakers were The Very Rev. Philip F. McNary, dean of St. Paul's Cathedral; Dr. Joseph L. Fink, Temple Beth Zion, and Charlie Kosco, branch manager, 20th-Fox. Edward H. Kavinoky, honorary chairman, Buffalo Round Table for "Brotherhood Week," representing the Buffalo general committee, reported on various activities. Miller acted as moderator. All campaign material is available at National Screen Service through Jack Goldstein.

Donald Mease has been appointed manager, Shea's North Park, succeeding Stanley Mittlefehldt, resigned. Measer was formerly assistant manager, Shea's Kensington, where he was employed for the past three years.

—M. G.

Rochester

Theatre intrests representing Rochester, Buffalo, and Syracuse opposed the minimum wage scale proposed at the hearing held by State Industrial Commissioner Edward Corsi, 65 to 75 cents an hour for matrons and 50 cents for ushers. Corsi said the state average for ushers is 51 cents, but that includes New York City. Michael J. Mungovan, business agent, stagehands union, who served on the committee framing the scale, attended the hearing.

Martina's Waring for the second time advertised a two-for-one coupon in the daily newspapers with "King Solomon's Mines" and "Boy From Indiana. . . . Manager Lester Pollock, Loew's, promoted Oriental rugs valued at thousands of dollars to provide added atmosphere for "Kim." . . . Some neighborhood exhibits who outbid competitors found patronage didn't make up the difference. . . . Framed awards in manager Jerry Baker's office, RKO Palace, attest to his promotional achievements. . . . A picture of Mary DeSantis' daughter in her Capitol office shows a cute little trick.

—D. R.

EYEING THE

Exchanges

NEW YORK—When the Booker's Club had its installation of officers, former President Bernie Brooks acted as emcee, and President Harry Margolis made a brief acceptance speech. The ceremony, witnessed by honor guests and former presidents Harold Klein, George Trilling, Oscar Lager, and Alex Arnsvalder, was followed by refreshments.

MGM—Pay roll clerk Ethel Lewinson's father died. . . . Booker's assistant Rebecca Dederian was back after a brief respite. . . . Clerk-typist Charles Wittner will be accepting birthday congratulations on Feb. 9. . . . Friends were happy to see night shipper Julius Friedman knocking around again. . . . Film inspectress Mae Burke will be a year older on Feb. 11.

U-INTERNATIONAL—Secretary Rose Cassouto was hard at work despite contusions received in an accident. . . . Aaron Neretin, bookkeeping department, resigned. . . . Film inspectress Rose Furr was ill. . . . Secretary Rose Cassouto gave an engagement party, and among the guests were office members Elaine Lipschitz, Lucille Popper, and Hank Feinstein. . . . Film inspectress Marie Johns was out with a fractured kneecap.

REPUBLIC—Cashier Ed Brindsley was unanimously reelected president, Local H-63. . . . Booker Hannah Fishbein resigned. Her place will be taken by David Bass, with 10 years' experience in the industry.

COLUMBIA—In order to celebrate his forthcoming marriage to Eileen Bohrer, Lennie Saver initiated a sales drive of his own, the "Saver Honeymoon Drive." It will run from March 23-April 7 while he is honeymooning, and will be conducted by his agents, and there will be cash prizes. . . . Booker Loius Israel received a 60-day respite from Uncle Sam. . . . Ben Shiek was welcomed as new shipper. . . . Shipper Frank Giordano received Presidential greetings.

RKO—The company's projection rooms closed as part of a new economy drive. . . . Sonia Packard, contract department, and branch manager's secretary Lillian Weiss celebrated their birthdays on Jan. 29 and 31 respectively. . . . Biller Frances Atlas will be altar-bound on Feb. 10. . . . Typist-clerk

Syracuse

The Ballet Russe de Monte Carlo is booked into RKO-Keith's on March 13. . . . George Maxwell, manager, Empire, was holding the fort during alterations. . . . Dominick Rosati, Loew's Strand, reported to the U. S. Marine Training Station, Paris Island, S. C. . . . Andy Legare, assistant manager, Strand, is favoring his shoulder while suffering from a chipped bone, evidently failing in his attempt to walk on air while thinking of his coming wedding.

—J. J. S.

Martha Lopez was out with flu. . . . Renee Brecker, accounting department, resigned. . . . Shipper Valerio Yervis celebrated his birthday on Jan. 28. . . . Friends were honored with a visit from shipper Victor Yervis, injured in the recent Long Island tragedy.

ELC—Norman Brenchik was welcomed as the new assistant cashier. . . . Vera Hudson had been promoted to statistical clerk-typist. . . . Switchboard operator Terry Testa resigned. . . . Zelda Rosenberg was welcomed as George Waldman's new secretary. . . . Typist Ruth Tannenbaum was away on a vacation. . . . Exhibitor Steve Stevens, Venus, Brooklyn, was around.

20TH CENTURY-FOX—Boxoffice clerk Beatrice King will be accepting birthday congratulations on Feb. 27. . . . Cashier Bob Herrmann took his physical. . . . Booker Abe Blumstein was back from a Miami, Fla., vacation. . . . Secretary Frances Singer was celebrating the birth of a nephew. . . . Biller Harriet Cohen was sick. . . . Ditto film inspectress Dorothy Nelson.

PARAMOUNT—Print clerk Harvey Epstein was promoted to booker trainee. . . . Exhibitors Max Cohen and Louis Gold, were around. . . . Friends were happy to see film inspectress Faye Reiss again after illness. . . . Shipper Joe Marx and film inspectress Harriet Costello were away because of illness.

WARNER—Many of the late head shipper Thomas T. Lyons' friends attended a solemn Mass held at the Church of the Holy Cross on Jan. 26. . . . Preparations were already under way for the "Ben Abner Sales Drive," from April 8-14. . . . Salesman Irving Rothenberg was back from Florida. . . . Shipper Harry Goldberg was sick. . . . Howard Schlesinger, contract department, received Presidential greetings.

RAMBLIN' ROUND—Metro Premiums moved from 334 West 44th to 324 West; Sidney Roos Theatre Premiums to 346 West, and Arrow Premiums in with Sack Television Enterprises, 358 West recently. . . . Lawrence Leon, Hoffberg, flew to Caribou, Me., to supervise a showing of the all-Irish show for the Knights of Columbus. . . . Capitol installed new RCA screen and drapery equipment for the Ravenna, Ravenna. . . . Sales engineer Jack Shaeffer, Capitol, celebrated his birthday on Feb. 1. . . . Capitol was in the midst of a 30-day RCA final plastic drive. . . . Switchboard operator Lucille Field, Bonded, resigned in order to devote all her time to a singing career. . . . Lucille Cohen was helping out temporarily as switchboard operator for Monogram. . . . Mary Taglinatti was welcomed as the new head, contract department, Monogram. . . . All exchangeites were invited to a meeting at the Biltmore to discuss preparations for "Brotherhood Week." . . . Constance Nugent was welcomed as the new typist at Favorite. . . . Favorite was readying "The Fighting O'Sullivan" and "Salerno Beachhead." . . . Favorite office manager Irving Wernick's daughter, Arlene, will be celebrating her fifth birthday on Feb. 11.

—MARTIN KESSLER

NEWS OF THE

*Territory***Philadelphia
Crosstown**

20th-Fox president Spyros Skouras, John Hersey, and Langston Hughes will be honored at a membership enrollment dinner, "Salute To The Arts," of the Philadelphia Fellowship Commission to be held at the Bellevue Stratford Hotel on March 1. . . . Sale of the Pike and adjoining lot by the Hirsh Amusement Company to the McRay and Hunter food market for \$23,000 was reported.

The Fox held a preview of 20th-Fox's "Call Me Mister."

Jules Harris is now managing the Walton.

Philip Girard, U-I home office, was in with star Van Heflin on behalf of "Tomahawk."

An involuntary petition in bankruptcy against David S. and Mary M. Moliver, trading as Viola Theatre Company, was filed in U. S. District Court. Morris Weisman, attorney for three petitioning creditors, told Federal Judge James P. McGranery that the receipts from two theatres operated by the Viola Company had fallen off to such extent that the Molivers had been unable to pay operating expenses. The three creditors named in the petition were the Petroleum Products Corporation, with a claim of \$367.34; Blumberg Brothers, Inc., \$660.59, and Waber and Company, \$168.37. Judge McGranery named Harry Blumberg and Hanley S. Rubinsohn as receivers to take immediate possession of the enterprise, and operate the Viola Theatre Company, which includes the Regis and Aurora, for 30 days. During that period, the judge ruled, the receivers were to carry on the business, and determine what could be done with the business venture and properties. Both receivers filed a joint bond of \$10,000 with the court.

Jay Hornick, general manager, I. Hirst Enterprises, is to be honored with a dinner on Feb. 19 at his Footlights Cafe upon the occasion of his 25th year in show business. Victor H. Blanc, attorney and general chairman, Variety Club, international 15th annual convention, to be held here in May, is one of the chairmen of the affair. The Hirst Enterprises operate Eighth Street motion picture theatres as well as the burlesque circuit.

James Floyd resigned from the Stiefel-Blumberg Circuit, and Marcel Appleby moved from the Venice to manage the President. Gilbert Addeo is now managing the Venice. He was formerly at the S-W Lindy.

Tom Duane, representative for Jack Schlaifer, was in at Eagle Lion Classics and conferred with branch manager Sanford Gottlieb. . . . Jack Goldman, booker,

**Philly Trade Backs
Brotherhood**

PHILADELPHIA—Industryites flocked to the Aldine last week to attend an area meeting of the amusement division of the National Conference of Christians and Jews.

The session was called to order by area chairman Norman Silverman, branch manager, Republic, who introduced Rabbi David H. Wice, Rodeph Shalom Synagogue, and Rev. Andrew W. Gottschall, Philadelphia director, National Conference of Christians and Jews, each of whom gave an inspired message to the group, calling attention to "Brotherhood Week," Feb. 18-25, inclusive.

All exchanges were closed from 11 a.m. to 12:30 p.m. for the meeting.

Area chairman Silverman said, "Since 1934 'Brotherhood Week' has been celebrated in American communities from coast to coast, but never before in our history has it been as vital to everyone of us as it is today to become a part of this great brotherhood movement."

Represented were executives of the circuits, theatre managers, theatre owners, and employes from the exchanges, and affiliated industries. Representing exchanges were branch managers Lester Wurtele, Columbia; Robert Lynch, Metro; Max Gillis, Monogram; Ulrik Smith, Paramount; Charles Zagrans, RKO; Joseph Engel, Lippert; Sam Diamond, 20th-Fox; John Turner, United Artists; Harry Martin, U-I, and William Mansell, Warners.

Silverman asks that all theatres and exchanges sign up their employes, and that the employes, in turn, sign up others. All reports and contributions should be sent to him at Republic. If any theatre needs cards or other material, a call to Silverman will take care of the problem.

Boxoffice, enlisted in the Army Air Force. A booking drive is being set up for him before he enters the service on or before April 1. . . . Motion Picture Associates directors met last week.

Condolences are extended to U-I booker Pete Holman, whose father-in-law died. . . . Ferd Fortunato, U-I booker, was on the sick list. . . . Betty Palmquist, U-I booker-stenographer, was married. . . . Monogram salesman Eli Ginsberg is now convalescing at home from his recent heart attack.

Harry Weiner, Columbia division manager, was in Buffalo on business. . . . MGM salesman William Hopkins continued on the sick list in Jewish Hospital. . . . The person losing a key and some small change in Warners screening room can apply to Miss Irene Goenner, secretary to William Mansell.

Dan Katlin, Music Hall, Lansdale, Pa., was in Graduate Hospital for an operation. All of his friends wish him well.

The trade was sorry to hear of the resignation of Ollie Guilfoyle as WB salesman after 25 years in the business. He leaves with the best wishes of his host of friends within the trade. His future plans are undisclosed.

**THEATRE
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AND
MANAGER**

It is **IMPORTANT** that you send us a copy of your program each week, no later than Tuesday. In this way, we can best serve you. Someone, maybe the booker, or perhaps yourself might forget to record a booking.

By sending us a copy of your program, we will be able to check any mistakes.

Please continue to wrap and address properly your return advertising so that it can be delivered to the right exchange.

IMPORTANT

Don't put your return film in the lobby until all your patrons have left after the last show.

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MEMBER NATIONAL FILM CARRIERS, Inc.

Sam Solomon, a manager of 15 years' experience, is now available, and can be reached at BA 2-8116.

Harris M. Smith, industry veteran, who in recent years had been in the air-conditioning business, died last fortnight. His estate inherits several Vine Street properties. . . . Dell Amusement Company discontinued its Vine Street offices, and moved to the Dell.

Circuits

Stanley-Warner

Earl Dutton, Circle assistant, is the new manager, Northeastern, replacing Johnny Nirenberg, transferred to the Forum. . . . Reuben Robinovitz is now managing the Lindy since Gilbert Addeo resigned. . . . Robert Loving, Earl, 28th Street, is taking a three-month leave of absence. Conly George will replace him. . . . Samuel Crayder checked into the Princess again, and John Plunkett moves from that house to 333 Market.

District of Columbia Washington

George Bishields, Majestic, Mount Savage, Md., emulated Frank Buck during the recent hunting season when he tagged a 14-point buck deer. . . . Jack Hutzell is having new car ideas. . . . Bernie Gonder, Oakland, Md., hoped to wipe out that one-vote deficit, and be declared winner in the recent election via recount. . . . Mr. and Mrs. E. M. Doll, Jr., outfitted their new apartment in deluxe style. . . . Olin Thursh, Keyser, W. Va., is blowing a French horn in the local band. . . . Kermit Parish, Cresap-town, Md., plans to reseal. . . . Dave Baker, Burlington Drive-In, W. Va., constructed living quarters above his snack bar. . . . Mrs. J. C. McCoy, Moorefield, W. Va., is still receiving plaudits for her holiday gratis show. . . . E. E. Ours, Royal Drive-In, Winchester, Va., planned a Florida sojourn. . . . The acquaintance of Marshall Jessee, Herndon,

Va., saved a certain film salesman a traffic ticket when the salesman rolled through Lebanon, Va. . . . Mr. and Mrs. J. H. McClellan, Covington, Va., were local visitors. . . . "Doc" Westfall, general manager, Theatres, Inc., Martinsville, Va., is still nursing an infected knee resulting from a fall while ducking debris from the recent city block fire. . . . Tom Little, Consolidated Theatres, Charlotte, sends regards.

Bert Farries, manager, Schoolfield, Schoolfield, Va., was entertaining relations from Lynchburg, Va. . . . Leonard Lea planed in for a business conference. . . . O. Hugh Vaughan, Moonlite Drive-In, South Boston, Va., was bedded with a sprained back. . . . Jack L. Jackson, Buchanan, Va., has been staying close to the family hearth. . . . John Herndon, Visulite, Staunton, Va., is now known as Squire since taking residence in his new modern home. . . . 'Dolph Berger, MGM, made a New York trip to confer with other top officials.

20th Century-Fox reported a virtual clean sweep of first-run neighborhoods in securing repeat bookings on Darryl F. Zanuck's "All About Eve." The picture was scheduled to repeat its first-run showings in more than 15 theatres.

Mrs. Harry S. Truman accepted the honorary chairmanship of a committee arranging the Washington premiere on Feb. 19 of "September Affair," which will be shown in cities from coast to coast for the benefit of United Cerebral Palsy Associations, it was announced by Leonard H. Goldenson, UCPA president. The film will have its first capital showing at the Uptown.

WARNER THEATRES—Employees attended the mass meeting at the Circle for "Brotherhood Week." . . . Sid Zins, ace Columbia exploiter, was in town helping Frank La Falce and Bill Ewing on "Born Yesterday," Warner and Ambassador. . . . Rodney Collier, manager, Stanley, Baltimore, Md., was

in for an advertising meeting with Frank La Falce and managers of the Ambassador, Warner, and Metropolitan. . . . Hal Marshall, Paramount exploiter, was a visitor to set campaigns on several Paramount pictures. . . . Al Pratt, head, sound department, made a trip to Lynchburg, Va. . . . Harry Lohmeyer, district manager, neighborhood theatres, has been ill with virus pneumonia. . . . Rita Greespon is a new employee in the contact department as a comptometer operator. . . . Penelope Evans, contact department, who was secretary to the assistant contact manager, has been promoted to continuity bookkeeper. . . . Ray Ahrey, New York contact office, who was filling in for Charles E. MacGowan, contact manager, while he was on vacation in Florida, left to perform the same duties in Cleveland. . . . Otway Pratt, former assistant manager, Silver, Silver Spring, Md., resigned, to reenter the insurance business.

Marcus Notes, theatre operator, who died on Jan. 14, left an estate of \$522,000 to be shared by six children. Notes at one time owned five theatres, two of which he retained until his death.

TWENTIETH-FOX—Mrs. Sara Young was ill with a cold. . . . The Dynamo Club is having a square dance on Feb. 10 at the exchange.

RKO—Jack de Waal, home office representative, was in. . . . Miss Joan Alsop, booker's stenographer, is now Mrs. George Taylor. . . . Jess Smith, head booker, had a wedding to go to also. His son, Tommy, was married. . . . W. R. Tanner and John Kendig were in from Cambridge, Va., and D. Aleshire, Luray, Va., was also seen around.

MONOGRAM—Al Wheeler is a new booker.

UNITED ARTISTS—Virginia Greenway and her husband spent a weekend at Callao, Va., and Lois Deen and Doris John spent a weekend in Baltimore, Md. . . . Blanche Hayre was back after being ill.

PARAMOUNT—A surprise shower was given by the girls at the home of Mrs. Lee for Catherine Vagnoni, who was married this week at Saint Anthony's. . . . Miss Jean Brownlee was sick but has returned to work.

NATIONAL SCREEN SERVICE—Mrs. E. Bandel's niece, Tina, will visit her from Ecuador.

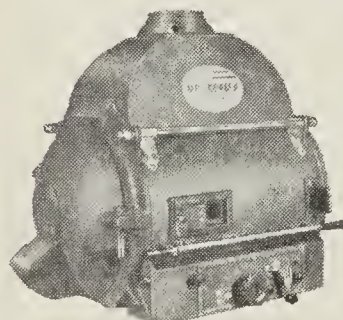
REPUBLIC—Miss Vernell Dement married James Zucoro, PFC with the Marine Corps, stationed in San Francisco. Mrs. Zucoro is employed as a telephone operator. . . . Jake Flax, branch manager, and M. Madden, salesman, were visiting the Pitts Circuit in Fredericksburg, Va. . . . Eddie Martin, salesman, went to work for Joe Walsh. Joe Cohen replaced Martin as salesman.

EAGLE LION CLASSICS—Milton Cohen, from the home office, was in for a conference with Max Cohen, branch manager. . . . Curtis Hildebrand returned from two weeks in the Clinch Valley.

TODAY'S

CRITICAL THEATREGOERS

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TRADE SCREENINGS

PHILADELPHIA

WARNERS (230 N. 13th), Feb. 19, 2.30, "Lightning Strikes Twice" (Richard Todd, Ruth Roman, Mercedes McCambridge, Zachary Scott).

MGM (1233 Summer), Feb. 23, 11, "The Red Badge of Courage" (Audie Murphy, Bill Mauldin, Royal Dano).

EQUITY—Harold Levy, booker, went to Monogram as a salesman. . . . Nate Shor, a former employee, was visiting from Ft. Belvoir, Va., where he is stationed with the Army. . . . Charlie Mendelson joined the force.

U-I—Myrtle Freese was with the organization for 20 years as of Jan. 25. . . . Mrs. Ailene Poe is new in the billing department, and Mrs. Margaret Goulet is a new secretary. Mrs. Dorothy Prestele, head shipper, out for one month due to illness, is getting along much better. . . . Mrs. Louise Winfield, assistant cashier, is in the hospital with a nervous condition.

COLUMBIA—Max Rutledge is a new booker. . . . Bill Fisher's daughter, Frances, was on the honor roll at school. . . . Al Wheeler went to Monogram as a booker. . . . Myer Ackerman, home representative, was in.

SANDY—Sylvester Sandy was on a two-week trip to the Clinch Valley. . . . Fred Sandy has recently returned from Richmond, Va. . . . The Zane Gray pictures are doing well.

Six Sioux Indians have been visiting in connection with "Tomahawk." They had lunch with the Congressmen and Senators from South Dakota, and saw the sights of the city. Van Heflin was also here.

Kyusaku Hari, president, Nikkatsu Motion Picture Company of Japan, consisting of 50 houses, and his general manager, Hideomi Mori, have been looking over the American market for films. They were shown the city by Orville W. Crouch, MGM, Washington representative. . . . Dorothy Duty resigned as secretary, Loew's, to join the Red Cross in Japan. Miss Betty Jean Strikler is carrying on.

There was a party for Kay Starr, the headliner at the Capitol, at the Variety Club. Disc jockeys were invited to attend.

—C. S.

Delaware Wilmington

Representative Joseph A. Bruno, Republican, Wilmington, introduced in the General Assembly a bill which would alter the Sunday law by permitting the continuous showings of motion pictures in incorporated municipalities after 2 p.m. on Sundays. The law now prohibits the showing of films before 12 noon and between 6 p.m. and 8 p.m.

A. Joseph DeFiore, manager, Park, announced that the theatre would oper-

ate Thursdays through Sundays, and remain closed Mondays through Wednesdays. Private First Class Robert V. DeFiore, his son, was stationed at Sampson Airbase, near Geneva, N. Y. . . . Joe Conway and Bill Wolf announced a first-run policy for the Strand, which reopened with "The Titan." . . . The father of Sylvan Shaivitz, manager, Crest, Woodcrest, Del., died in Atlantic City. . . . Dick Edge, manager, Pike, Claymont, Del., planned "Operation Cigarette" for Feb. 18. Instead of paying cash admission, patrons would be admitted on donation of one pack or more of cigarettes which the Hall-Burke Post of the Veterans of Foreign Wars would distribute through the Veterans Administration Hospital.

—HENRY L. SHOLLY

Maryland Baltimore

Sponsored by The News-Post and the I. M. Rappaport circuit, the big benefit show for the newspaper's Patrolman Morgan benefit fund on Feb. 9 promises to be one of the biggest. Tickets, \$3 each, are on sale at the three Rappaport theatres, the newspaper office, and other places. Milton Berle is scheduled to be the master of ceremonies, and there will be an impressive lineup of talent. A special showing of "Cry Danger" will also be given.

Several blood transfusions were given Edward Candy, charter member, projectionists' union, Local 181, very ill in Franklin Square Hospital.

An idea originated and promoted by Leon Back and Edward Kimple, Jr., Rome Associated Circuit, having classes from the public schools visit theatres to see how they are operated, is being followed by the Board of Education. Recently the graduating classes of Schools 49 and 79 were instructed in the inner workings of Loew's Century, through arrangements made with Joseph G. Samartano, Loew's city manager, and a projection machine was explained by Frank L. Gibson, Sr., Loew's Baltimore chief projectionist. An illustrated lecture was seen by the classes. Any information desired by theatres may be had by calling or writing Back or Kimple at Rome Associated offices.

U-I's "Target Unknown" will have its world premiere at Keith's.



Lester Wurtele was last week named to the post of branch manager for Columbia in the Philadelphia exchange area.

Cumberland

The Senate Judiciary Committee tentatively disapproved a bill to license motion picture projectionists throughout the state. . . . A second breaking-and-entering case was handed to the Cumberland police department again by Darnell's Mayland. . . . Nearby, at Frostburg, Md., the Lyric presented a special matinee for the children.

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Leonardtown

Jack Fruchtman, vice-president and treasurer, St. Mary's Theatres Inc., visited, held conferences, and also attended a special showing of "The Sins Of Sister Bonnie," New, with general manager, K. B. Duke, and manager Bob Wentworth. . . . Val Lyons, manager, Glymount, Indian Head, Md., conferred with Jack Fruchtman. . . . Tex Marshall and his trick horse was a recent special kiddies' attraction at the Park, Lexington Park, Md. . . . The Park, Lexington Park, Md., had a special display of naval underwater equipment in connection with "Operation Pacific." Special ceremonies had Captain Charles L. Lee, commanding officer at the air station, as guest speaker. . . . Andy Kolnosky, St. Mary's aide, was doubling at the New. . . . Joseph Martin, assistant manager, New, is busy during the day with his tobacco farming. . . . Henry Bennett, former concessionist, New and St. Mary's, was home. He is now a private first class.

New Jersey Moorestown

Gene Edwards, manager, Criterion, reentered the army, and has been succeeded by William Wright.

Melvin Fox's Criterion defied this town's 74-year-old "blue laws" by showing the first public Sunday movie in the town's history. Two local church organizations promptly filed complaints in municipal court against the theatre management, and demanded a referendum among the town's 9,000 residents on the question. Conviction for "breaking the ancient law" carries a \$1 fine,

David E.

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according to the township solicitor, with repeated offenses possibly resulting in a charge of "operating a disorderly house." It will be up to a five-member Township Committee to decide whether a referendum on the issue will be held.

Pennsylvania Harrisburg

Managers played a prominent role in "The March of Dimes." To kickoff the theatre fund-raising, newspapers carried a photo of I. L. Shiffman, National; John O'Rear, Colonial; Milan Todorov, Uptown, and Francis DeVerter, Rio, shown with Mrs. Merle Forst, chairman of the drive. Sixty women volunteers took up collections in the theatres.

The Cheto Circuit, Harry Chertcoff, owner, tied up with Pete Wambach, WCMB disc jockey, giving away tickets to persons whose names are drawn from a "wishbowl" to the Elton, Steelton, Pa.; the Hill, Camp Hill, Pa.; the Lemoyne, Lemoyne, Pa., and the Elks, Middletown, Pa. John Sites, manager, Elton, made the arrangements.

David R. Jones has taken over the management of the Lemoyne, Lemoyne, Pa., succeeding Art Feaster. Jones is employed during the day as administrative assistant to the Chemical Supply officer at the New Cumberland Army Depot. He lives in Lemoyne with his wife and three children. Feaster is employed at the Steelton, Pa., Bethlehem Steel Company plant.

Donald Goldstein, son of the Paxtang's Dr. and Mrs. Samuel Goldstein, is now enrolled at the U. S. Navy's Music School in Washington, D. C., learning to play several instruments.

Joseph Murdock, manager, Senate, arranged a busy schedule for Susan Cabot and Alexa Nicol, stars of "Tomahawk," during their short visit. They appeared at a dress rehearsal of the William Penn High School Drama Group, giving the school thespians a bit of advice; broadcast over three of the city's radio stations during the afternoon, and, in addition, Miss Cabot modeled dresses in a city store. Other promotion included: placing bookmarks in the libraries, and in a tieup with the army recruiting office, Miss Cabot was photoed with recruits, giving one a juicy kiss. A Wild West barricade front adorned the entrance of the Senate with a tepee cover over the boxoffice.

Mahanoy City

Approximately 500 children attended a free show at the Victoria recently, sponsored by American Legion Post 74 in support of the Legion's "Tide of Toys" program. The only requirement for admission to the show was one toy per child. Labor for the free show was donated by the union projectionists and the stage hands union. The theatre was donated by Chamberlain Amusement Enterprises, Inc.

Pottsville

John C. Emhardt, Bethlehem, Pa., has instituted suit in Schuylkill County Civil Court against Luther D. Holtz and wife, Marion, Mahanoy City, to establish his

ownership of 30 car speakers and other outdoor movie paraphernalia previously seized by the sheriff under a writ of replevin, at Mahanoy City, Pa. The complaint in replevin, filed by Attorney Harry W. Lightstone, says the Holts leased the equipment which was seized, from Donald Hartley on May 4, 1950, under an agreement to pay the balance of \$13,595.50 in monthly installments following a cash payment of \$5,595.50. This lease was assigned to Hartley on Dec. 11, 1950, but the complaint says that the Holts failed to make a monthly payment due on Oct. 15, and have failed to make payments subsequent to that date. Emhardt posted bond, and issued a writ of replevin to recover possession of the equipment. It was taken by the sheriff, and given into the possession of Emhardt.

Reading

The Plaza, closed for four days in the week of Jan. 22, was closed for part of the week of Jan. 29, also. . . . Manager Paul E. Glase, Embassy, used two barrels to receive "March of Dimes" contributions. . . . Jerry Owen, revivalist, who leased the Rajah a year or two ago for an evangelistic campaign, leased it again for an indefinite period.

Eugene Plank, manager, Fabian's Ritz, recently played host to orphans during "The Prince of Peace." Each day a group of these kiddies was admitted. Through the cooperation of Lawrence Geringer, Roadside America, outside of Hamburg, Pa., gave the children candy bars as they left the theatre. Other exploitation included a special screening for the clergy, radio, and press, and special student tickets distributed to the junior and senior high schools, as well as Albright College. A special display board was used in front of the theatre with letters and comments from various organizations. Rev. Mervin A. Heller, executive secretary of Reading Greater Council of Churches, plugged the showing over his church news broadcast.

Scranton

Herman M. Levy, general counsel, Theatre Owners of America, was the speaker at the Lions Club luncheon.

Virginia Richmond

The Virginia Motion Picture Association was readying protests against application of the Virginia Insurance Rating Bureau for a 25 per cent increase in insurance rates on theatres and contents. A hearing before the State Corporation Commission has been postponed until March.

West Virginia Keyser

For an extended run, "Because of Eve" was presented at Olin R. Thrush's Liberty. Alexander Leeds was on the agenda for all performances, which played to segregated audiences.

Variety Club Tent 13, Philadelphia

"Cry Danger" was screened through the courtesy of RKO.

Aster

BADMAN FROM BIG BEND—W—Cal Shrum, Max Terhune, Alta Lee—Routine western—55m.—see Sept. 27 issue.

HOLY YEAR AT THE VATICAN, THE—DOC—"The March of Time" documentary narrated by Monsignor Fulton J. Sheen—Religious entry should appeal in certain situations—66m.—see Sept. 27 issue—(Made in Italy).

Columbia

(1949-50 releases from 201 up)

(1950-51 releases from 301 up)

ACROSS THE BADLANDS—W—Charles Starrett, Smiley Burnette, Helen Mowery—Above average series entry—55m.—see Sept. 27 issue—(262).

AL JENNINGS OF OKLAHOMA—W—Dan Duryea, Gale Storm, Dick Foran—Good western—79m.—see Jan. 31 issue—(Technicolor)—(327).

BETWEEN MIDNIGHT AND DAWN—MD—Mark Stevens, Edmond O'Brien, Gale Storm—Good melodrama—89m.—see Sept. 27 issue—(328).

BEYOND THE PURPLE HILLS—MUW—Gene Autry, Jo Denison, Hugh O'Brien—Okeh series entry—70m.—see July 19 issue—(247).

BLAZING SUN, THE—MUW—Gene Autry, Pat Buttram, Lynne Roberts—Above average Autry—70m.—see Nov. 8 issue—(246).

BORN YESTERDAY—C—Judy Holliday, William Holden, Broderick Crawford—Highly entertaining adult comedy—103m.—see Nov. 22 issue—Leg.: B—(344).

CHAIN GANG—MD—Douglas Kennedy, Marjorie Lord, Emory Parnell—Okeh far the lower half—70m.—see Oct. 11 issue—(313).

CONVICTED—MD—Glenn Ford, Broderick Crawford, Dorothy Malone—Good melodrama has names to help—91m.—see Aug. 2 issue—Leg.: B—(324).

COUNTERSPY MEETS SCOTLAND YARD—MD—Howard St. John, Amanda Blake, Ron Randall—Okeh program for the lower half—67½m.—see Nov. 22 issue—(307).

EMERGENCY WEDDING—C—Larry Parks, Barbara Hale, Willard Parker—Pleasing comedy—78m.—see Nov. 22 issue—Leg.: B—(332).

FLYING MISSILE, THE—MD—Glenn Ford, Viveca Lindfors, Henry O'Neill—Interesting programmer has plenty of selling angles—93m.—see Jan. 3 issue—(335).

FULLER BRUSH GIRL, THE—F—Lucille Ball, Eddie Albert, Carl Benton Reid—Entertaining comedy has plenty of selling angles—85m.—see Sept. 27 issue—(239).

GASOLINE ALLEY—CD—Scotty Beckett, Jimmy Lydon, Susan Morrow—Film version of comic strip is packed with selling angles—77m.—see Jan. 17 issue—(301).

GENE AUTRY AND THE MOUNTIES—MUW—Gene Autry, Pat Buttram, Elena Verdugo—Okeh Autry—70m.—see Jan. 31 issue—(351).

GREAT MANHUNT, THE—see State Secret.

HARRIET CRAIG—D—Joan Crawford, Wendell Corey, Lucille Watson—Good women's show—94m.—see Nov. 8 issue—(323).

HE'S A COCKEYED WONDER—C—Mickey Rooney, Terry Moore, William Demarest—Amusing comedy for the duallers—77m.—see Nov. 8 issue—(340).

KILLER THAT STALKED NEW YORK, THE—MD—Evelyn Keyes, Charles Korwin, William Bishop—Exploitation entry is packed with selling angles—79m.—see Dec. 6 issue—(241).

LAST OF THE BUCCANEERS—ACD—Paul Henreid, Jack Oakie, Karin Booth—Fair adventure drama has names to help—79m.—see Oct. 11 issue—(Technicolor)—(341).

LIGHTNING GUNS—W—Charles Starrett, Smiley Burnette, Gloria Henry—Okeh series entry—55m.—see Dec. 20 issue—(361).

ON THE ISLE OF SAMOA—MD—Jon Hall, Susan Cabot, Raymond Greenleaf—For the duallers—65m.—see July 19 issue—(215).

OPERATION X—D—Edward G. Robinson, Nora Swinburne, Peggy Cummins—Robinson name ought to help fair drama—78m.—see Jan. 3 issue—(English-made).

PETTY GIRL, THE—CMU—Robert Cummings, Joan Caulfield, Elsa Lancaster—Entertaining musical is packed with selling angles—87m.—see Aug. 16 issue—Leg.: B—(Technicolor)—(317).

PRAIRIE ROUNDUP—W—Charles Starrett, Smiley Burnette, Mary Castle—Okeh "Durango Kid"—53m.—see Jan. 31 issue—(363).

PYGMY ISLAND—MD—Johnny Weissmuller, Ann Savage, David Bruce—Routine series offering for the lower half—69m.—see Nov. 22 issue—(342).

RAIDERS OF TOMAHAWK CREEK—W—Charles Starrett, Smiley Burnette, Kay Buckley—Okeh series entry—55m.—see Nov. 8 issue—(362).

REVENUE AGENT—MD—Douglas Kennedy, Jean Willies, Onslow Stevens—Okeh for the duallers—71½m.—see Dec. 20 issue—(312).

ROOKIE FIREMAN—MD—Bill Williams, Barton MacLane, Marjorie Reynolds—For the lower half—63m.—see Sept. 13 issue—(311).

711 OCEAN DRIVE—MD—Edmond O'Brien, Joanne Dru, Otto Kruger—Topnotch gambling meller—102m.—see July 19 issue—(244).

STAGE TO TUSCON—W—Rod Cameron, Wayne Morris, Kay Buckley—Good western—82m.—see Dec. 20 issue—(Technicolor)—(334).

STATE SECRET (The Great Manhunt)—MD—Douglas Fairbanks, Jr., Glynnis Johns, Jack Hawkins—Meller rates with the better imports—97½m.—see Oct. 11 issue—(English-made)—(331).

STREETS OF GHOST TOWN—W—Charles Starrett, Smiley Burnette, Mary Ellen Kay—Okeh "Durango Kid"—54m.—see Aug. 16 issue—(264).

TEXAN MEETS CALAMITY JANE, THE—W—Evelyn Ankers, James Ellison, Lee White—Color may help mild western—71m.—see Oct. 25 issue—(Cinecolor)—(303).

TOUGHER THEY COME, THE—MD—Wayne Morris, Preston Foster, Kay Buckley—Okeh programmer for the duallers—69m.—see Dec. 6 issue—(305).

VATICAN, THE—DOC—Documentary of life in the Vatican—Good entry for art houses and Catholic audiences—38m.—see Sept. 27 issue—(Technicolor)—(Made in Italy).

EXHIBITOR

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SECTION 2

Vol. 45, No. 14

FEBRUARY 7, 1951

WHEN YOU'RE SMILING—MUCD—Jerome Courtland, Lola Albright, Frankie Laine—Okeh exploitation entry—75m.—see Sept. 13 issue—(304).

TO BE REVIEWED OR IN PRODUCTION

BAREFOOT MAILMAN, THE—Robert Cummings, Terry Moore, Jerome Courtland—(Supercinecolor).

BONANZA TOWN—Charles Starrett, Smiley Burnette.

BRAVE BULLS, THE—Mel Ferrer, Jose Torvay, Miroslava.

CRIMINAL LAWYER—Pat O'Brien, Jane Wyatt, Mike Mazurki.

CYCLONE FURY—Charles Starrett, Smiley Burnette.

FIVE—William Phipps, Susan Douglas, James Anderson.

FLAME OF STAMBOUL—George Zucco, Richard Denning.

FORT SAVAGE RAIDERS—Charles Starrett, Smiley Burnette, Peter Thompson.

FURY OF THE CONGO—Johnny Weissmuller, Sherry Moreland, Paul Marion.

HARLEM GLOBETROTTERS, THE—Thomas Gomez, Dorothy Dandridge, The Harlem Globetrotters.

HER FIRST ROMANCE—Margaret O'Brien, Allen Martin, Jr., Joseph Fallon.

HURRICANE ISLAND—Jon Hall, Marie Windsor, Romo Vincent—(Supercinecolor).

LEFTY FARRELL—Elizabeth Scott, Terry Moore, Alexander Knox.

LORNA DOONE—Barbara Hale, Richard Greene, Wally Bishop—(Technicolor).

M—David Wayne, Howard Da Silva, Luther Adler.

MAGIC CARPET—Lucille Ball, John Agar, Patricia Medina—(Supercinecolor).

MASK OF THE AVENGER—John Derek, Jody Lawrence, Anthony Quinn—(Technicolor).

MY TRUE STORY—Willard Parker, Helen Walker.

NO HELP FROM HEAVEN—Dane Clark, Cathy O'Donnell, Tom Drake.

OUTLAW TAMER, THE—Charles Starrett, Smiley Burnette, Nancy Saunders.

REMEMBER THAT FACE—Broderick Crawford, Betty Buehler, Otto Hulett.

RIDIN' THE OUTLAW TRAIL—Charles Starrett, Smiley Burnette, Sunny Vickers.

SANTA FE—Randolph Scott, Janis Carter, Allan Martin, Jr.—(Technicolor).

SATURDAY'S HERO—John Derek, Donna Reed, Otto Hulett.

SECRET, THE—John Derek, Lee J. Cobb, Jody Lawrence.

SIROCCO—Humphrey Bogart, Lee J. Cobb, Marta Toren.

SMUGGLER'S GOLD—Cameron Mitchell, Amanda Blake, Carl Benton Reed.

SNAKE RIVER DESPERADOES—Charles Starrett, Smiley Burnette.

SUNNY SIDE OF THE STREET—Jerome Courtland, Terry Moore, Lynn Bari—(Supercinecolor).

TEXANS NEVER CRY—Gene Autry, Gail Davis, Don Harvey—(352).

TEXAS RANGERS—George Montgomery, Gale Storm, John Littel—(Supercinecolor).

VALENTINO—Tony Dexter, Eleanor Parker, Richard Carlson—(Technicolor).

WHEN THE REDSKINS RODE—Jon Hall, Mary Castle, Sherry Moreland—(Supercinecolor).

WHIRLWIND—Gene Autry, Smiley Burnette, Gail Davis.

WHISTLE AT EATON FALLS, THE—Dorothy Gish, Lloyd Bridges, Carleton Carpenter.

YANK IN KOREA—Lon McCallister, William Phillips, William Haade.

Eagle Lion Classics

(1949-50 releases from 001 up)

(1950-51 releases from 201 up)

BLUE LAMP, THE—MD—Jack Warner, Jimmy Hanley, Gwynne Whitby—Good British meller—84m.—see Jan. 31 issue—(English-made)—(016).

BORDER OUTLAWS—W—Spade Cooley, Maria Hart, Bill Edwards—Routine western—58m.—see Dec. 6 issue.

DEATH OF A DREAM—DOC—Korean documentary written and narrated by Quentin Reynolds—Good topical documentary—47½m.—see Aug. 2 issue—(050).

EYE WITNESS—D—Robert Montgomery, Leslie Banks, Felix Aylmer—Good Import—104m.—see Aug. 2 issue—(English-made)—(045).

GOLDEN SALAMANDER—MD—Trevor Howard, Anouk, Herbert Lom—Interesting import has appeal for class, art spots—96m.—see Dec. 6 issue—(English-made)—(Made in North Africa)—(216).

HIGH LONESOME—W—John Barrymore, Jr., Chill Wills, Lois Butler—Unusual western has plenty of selling appeal—81m.—see Aug. 16 issue—(Technicolor)—(044).

I KILLED GERONIMO—W—James Ellison, Virginia Herrick, Chief Thundercloud—Good Indian war thriller for the duallers—61m.—see Oct. 25 issue—(071).

KANGAROO KID, THE—W—Jack O'Mahoney, Guy Doleman, Veda Ann Borg—For the lower half—73m.—see Oct. 11 issue—(Made in Australia).

KOREA PATROL—DOCMD—Richard Emory, Benson Fong, Teri Duna—Timely exploitation entry has the angles—57m.—see Dec. 20 issue.

MISTER UNIVERSE—F—Jack Carson, Janis Paige, Bert Lahr, Robert Alda—Satire on wrestling racket packs plenty of laughs—90m.—see Jan. 17 issue—(208).

ONE MINUTE TO TWELVE—D—Lars Hanson, Gunnel Brostrom, Anna Lindahl—Intriguing Import may have appeal for some art spots—78m.—see Jan. 17 issue—(Swedish-made)—(English dubbing)—(203).

PAPER GALLOWS—MD—Dermot Walsh, Rona Anderson, John Bentley—Average import for the lower half—68m.—see Nov. 22 issue—(English-made)—(220).

PREHISTORIC WOMEN—NOV—Laurette Luez, Allan Nixon, Mara Lynn—Novelty has loads of exploitation angles—74m.—see Dec. 20 issue—Leg.: B—(Cinecolor)—(205).

ROGUE RIVER—OMD—Rory Calhoun, Peter Graves, Ellye Marshall—Okeh program meller for the duallers—82m.—see Dec. 6 issue—Leg.: B—(Cinecolor)—(201).

SECOND FACE, THE—D—Ella Raines, Bruce Bennett, Rita Johnson—Dramatic entry will fit into the duallers—77m.—see Dec. 20 issue.

SO LONG AT THE FAIR—D—Jean Simmons, Dirk Bogarde, David Tomlinson—Interesting import for the art, class spots—85m.—see Jan. 31 issue—(English-made).

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or unclassified by the Legion.

Abbreviations following titles indicate type of picture.

ACD—Action drama	MUCD—Musical comedy drama
AD—Adventure drama	MU—Musical
ACMU—Action musical	MUSAT—Musical satire
ADMD—Adult melodrama	MUW—Musical western
BID—Biographical drama	MY—Mystery
BIDMU—Biographical drama with music	MYC—Mystery comedy
C—Comedy	MYCM—Mystery comedy musical
CAR—Cartoon Feature	MYD—Mystery drama
CD—Comedy drama	MYMD—Mystery melodrama
CDMU—Comedy drama musical	MYMU—Mystery musical
CFAN—Comedy fantasy	MYW—Mystery western
CFANMU—Comedy fantasy musical	NOV—Novelty
CMD—Comedy melodrama	OPC—Operatic comedy
CMU—Comedy musical	OPD—Operatic drama
COMP—Compilation	OD—Outdoor drama
COSMD—Costume melodrama	OMD—Outdoor melodrama
D—Drama	PD—Psychological drama
DFAN—Drama fantasy	ROMC—Romantic comedy
DMU—Dramatic musical	ROMCMU—Romantic comedy musical
DOC—Documentary	ROMD—Romantic drama
DOCD—Documentary drama	ROMDMU—Romantic drama musical
DOCMD—Documentary melodrama	SAT—Satire
ED—Educational feature	SCD—Sex comedy drama
F—Farce	TRAV—Travelogue
FAN—Fantasy	W—Western
FANMU—Fantasy musical	WC—Western comedy
FMD—Factual melodrama	WCMU—Western comedy musical
FMU—Farce musical	WD—Western drama
HISD—Historical drama	WMD—Western melodrama
MDMU—Melodrama musical	WMDMU—Western melodrama musical
MD—Melodrama	WMU—Western musical
MUC—Musical comedy	

SUN SETS AT DAWN, THE—D—Sally Parr, Philip Shaw, Walter Reed—Interesting dramatic entry for the duallers—72m.—see Nov. 22 Issue—(046).
TAMING OF DOROTHY, THE—F—Jean Kent, Robert Beatty, Margaret Rutherford—Pleasing import for the lower half—75m.—see Dec. 6 Issue—Leg.: B—(Made In Italy)—(224).
TIMBER FURY—ACD—David Bruce, Laura Lee, Nicola Di Bruno—Routine dualler—63m.—see Aug. 2 Issue—(066).
TWO LOST WORLDS—AD—Laura Elliott, Jim Arness, Gloria Petroff—Exploitable adventure yarn for the duallers—65m.—see Dec. 6 Issue—(202).
WICKED CITY, THE—MD—Maria Montez, Jean-Pierre Aumont, Lilli Palmer—Mediocre import—75m.—see Dec. 20 Issue—(French-made).

TO BE REVIEWED OR IN PRODUCTION

ADVENTURES OF SKIPALONG ROSENBLOOM, THE—Maxie Rosenbloom, Max Baer, Jackie Coogan—73m.
CATTLE QUEEN—Maria Hart, Drake Smith, Douglas Wood.
CLOUDBURST—Robert Preston, Elisabeth Sellars, Harold Lang—(English-made).
DOLL'S HOUSE, THE—Paul Lukas, Charles Korvin, Dale Melborne.
ESTHER WATERS—Kathleen Ryan, Dirk Bogarde, Fay Compton—(English-made)—(963).
FLOODTIDE—Gordon Jackson, Rona Anderson—90m.—(English-made)—(016).
LONG DARK HALL, THE—Lilli Palmer, Rex Harrison.
MY BROTHER, THE OUTLAW—Mickey Rooney, Wanda Hendrix, Robert Preston—(Made In Mexico).
NAUGHTY ARLETTE—Mai Zetterling, Hugh Williams, Paul Dupuis—Leg.: B—(English-made)—(86m.)—(226).
OLIVER TWIST—Robert Newton, Alec Guinness, Kay Walsh—115m.—(English-made)—(828).
PARDON MY FRENCH—Merle Oberon, Paul Henreid.
STRONGHOLD—Veronica Lake, Zachary Scott.
THEY WERE NOT DIVIDED—Edward Underdown, Ralph Clanton, Michael Brennan—102m.—(English-made).
TINDERBOX—Cartoon feature—(Cinecolor).
VOLCANO—Anna Magnani, Geraldine Brooks—(Italian-made).
WHEN I GROW UP—Robert Preston, Martha Scott, Bobby Driscoll.
WHITE HEATHER—Ray Milland, Marjorie Goring, Patricia Roc—(English-made).

Lippert

(SCREEN GUILD)

(1949-50 releases from 4901 up)

(1950-51 releases from 5001 up)

BANDIT QUEEN—MD—Barbara Britton, Barton MacLane, Willard Parker—Good meller for the duallers—69m.—see Dec. 20 Issue—(5011).
BORDER RANGERS—W—Don Barry, Robert Lowery, Pamela Bloke—Routine western—57m.—see Oct. 11 Issue—(4933).
CROOKED RIVER—W—James "Shamrock" Ellison, Russ "Lucky" Hayden, Betty Adams—Okeh western—55m.—see Sept. 27 Issue—(4926).
GUNFIRE—W—Don Barry, Pamela Blake, Robert Lowery—Routine western—59m.—see Nov. 8 Issue—(4932).
HI-JACKED—ACD—Jim Davis, Marsha Jones, Sid Melton—Okeh for the lower half—65m.—see July 19 Issue—(4920).
HOLIDAY RHYTHM—CMU—Mary Beth Hughes, David Street, Wally Vernon—Pleasing musical for the lower half—60, 70m.—see Oct. 25 Issue—(4911).
I SHOT BILLY THE KID—W—Don Barry, Robert Lowery, Wendy Lee—Title may help routine western—57m.—see Sept. 13 Issue—(4931).
MARSHAL OF HELLORADO—W—Jimmy Ellison, Russ Hayden, Betty Adams—Above par series entry—55m.—see Aug. 2 Issue—(4928).
RETURN OF JESSE JAMES, THE—W—John Ireland, Ann Dvorak, Henry Hull—Standard western—74m.—see Sept. 13 Issue—(4907).
STEEL HELMET, THE—D—Robert Hutton, Steve Brodie, James Edwards, Gene Evans—Exploitation show is packed with selling angles—86m.—see Jan. 17 Issue—(5006).
3 DESPERATE MEN—WMD—Preston Foster, Jim Davis, Virginia Grey—Familiar western melodrama will fit into the duallers—71m.—see Jan. 31 Issue—(5009).
TRAIN TO TOMBSTONE—W—Don Barry, Robert Lowery, Judith Allen—Routine western—57m.—see Dec. 6 Issue—(4934).

TO BE REVIEWED OR IN PRODUCTION

BARN DANCE JAMBOREE—Ernest Tubbs—80m.
FINGERPRINTS DON'T LIE—Sheila Ryan, Richard Travis.
MAN FOR HIRE—Hugh Beaumont, Richard Travis, Ann Savage.
MASK OF THE DRAGON—Sheila Ryan, Richard Travis.

Metro

(1949-50 releases from 1 up)

(1950-51 releases from 101 up)

CAUSE FOR ALARM—D—Loretta Young, Barry Sullivan, Bruce Cowling—Interesting programmer—74m.—see Jan. 31 Issue—(118).
DIAL 1119—MD—Marshall Thompson, Virginia Field, Andrea King—Okeh melodrama for the duallers—74m.—see Sept. 27 Issue—(107).
GROUNDS FOR MARRIAGE—C—Van Johnson, Kathryn Grayson, Paula Raymond—Pleasing comedy—91m.—see Dec. 20 Issue—Leg.: B—(114).
KIM—HISTD—Errol Flynn, Dean Stockwell, Laurette Luez—Picturization of classic is crammed with merchandising angles—112m.—see Dec. 20 Issue—(Technicolor)—(Made in India)—(185).

KING SOLOMON'S MINES—AD—Deborah Kerr, Stewart Granger, Richard Carlson—High rating adventure drama—102m.—see Sept. 27 Issue—(Technicolor)—(Made In Africa)—(109).
LADY WITHOUT PASSPORT, A—Hedy Lamarr, John Hodiak, James Craig—Names should help interesting meller—73m.—see July 19 Issue—(37).
LIFE OF HER OWN, A—ROMD—Lana Turner, Ray Milland, Tom Ewell—Good romantic entry for femme trade has names to help—107m.—see Sept. 13 Issue—Leg.: B—(101).
MAGNIFICENT YANKEE, THE—BID—Louis Calhern, Ann Harding, Eduard Franz—High rating—89m.—see Nov. 22 Issue—(116).
MINIVER STORY, THE—MD—Greer Garson, Walter Pidgeon, John Hodiak—Names should help women's show—104m.—see Oct. 11 Issue—Leg.: B—(Made in England)—(106).
MRS. O'MALLEY AND MR. MALONE—C—Marjorie Main, James Whitmore, Ann Dvorak—Pleasing comedy for the duallers—69m.—see Nov. 8 Issue—Leg.: B—(111).
PAGAN LOVE SONG—CDMU—Esther Williams, Howard Keel, Minna Gombell—Star draw should help pleasing entry—76m.—see Jan. 3 Issue—(Technicolor)—(112).
RIGHT CROSS—D—June Allyson, Dick Powell, Ricardo Montalban, Lionel Barrymore—Good programmer—90m.—see Aug. 16 Issue—(104).
SUMMER STOCK—CMU—Judy Garland, Gene Kelly, Eddie Bracken, Gloria De Haven—Tapnotch musical—108m.—see Aug. 16 Issue—(Technicolor)—(38).
THREE LITTLE WORDS—CMU—Fred Astaire, Red Skelton, Vera Ellen—Engaging musical—101m.—see July 19 Issue—(Technicolor)—(36).
TO PLEASE A LADY—ACD—Clark Gable, Barbara Stanwyck, Adolphe Menjou—Fair drama will have to depend on name draw—92m.—see Oct. 11 Issue—(105).
TOAST OF NEW ORLEANS, THE—MU—Kathryn Grayson, Mario Lanza, David Niven—Good musical—96m.—see Sept. 13 Issue—(Technicolor)—(103).
TWO WEEKS WITH LOVE—CMU—Jane Powell, Ricardo Montalban, Louis Calhern, Ann Harding—Pleasing musical—92m.—see Oct. 25 Issue—(Technicolor)—(108).
WATCH THE BIRDIE—F—Red Skelton, Arlene Dahl, Ann Miller—Mild Skelton far the duallers—71m.—see Dec. 6 Issue—(113).

TO BE REVIEWED OR IN PRODUCTION

ACROSS THE WIDE MISSOURI—Clark Gable, Marla Elena Marques, John Hodiak, Ricardo Montalban, Adolphe Menjou—(Technicolor).
AMERICAN IN PARIS, AN—Gene Kelly, Leslie Caron, Nina Foch—(Technicolor).
BIG APPLE, THE—Lana Turner, Robert Taylor, Van Johnson.
BRADLEY MASON STORY, THE—Walter Pidgeon, Ann Harding, Louis Stone.
CALLING BULLDOG DRUMMOND—Walter Pidgeon, Margaret Leighton, Robert Beatty—(Made In England).
EXCUSE MY DUST—Red Skelton, Macdonald Carey, Sally Forrest—(Technicolor).
FATHER'S LITTLE DIVIDEND—Spencer Tracy, Elizabeth Taylor, Joan Bennett.
GO FOR BROKE—Van Johnson, Wagner Anderson, Richard Anderson.
GREAT CARUSO, THE—Marla Lanza, Ann Blyth, Dorothy Kirsten—(Technicolor).
IT'S A BIG COUNTRY—Ethel Barrymore, Gary Cooper, Van Johnson, Fredric March, William Powell.
KIND LADY—Ethel Barrymore, Maurice Evans, Angela Lansbury.
LAW AND LADY LOVERLY, THE—Greer Garson, Michael Wilding, Marjorie Main.
LOVE IS BETTER THAN EVER—Elizabeth Taylor, Larry Parks, Josephine Hutchinson.
MR. IMPERIUM—Lana Turner, Ezio Pinza, Marjorie Main, Sir Cedric Hardwicke—(Technicolor).
NO QUESTIONS ASKED—Barry Sullivan, Arlene Dahl, George Murphy.
PAINTED HILLS, THE—Lassie, Paul Kelly, Bruce Cowling—(Technicolor).
PANDORA AND THE FLYING DUTCHMAN—Ava Gardner, James Mason, Nigel Patrick—(Technicolor)—(Made in Europe).
PEOPLE IN LOVE—Ray Milland, John Hodiak, Nancy Davis.
PLYMOUTH ADVENTURE—Spencer Tracy, Deborah Kerr, Van Johnson.
QUO VADIS—Robert Taylor, Deborah Kerr, Leo Genn—(Technicolor)—(Made In Italy).
RED BADGE OF COURAGE, THE—Audie Murphy, Bill Mauldin, Royal Dano—(121).
RICH, YOUNG AND PRETTY—Jane Powell, Vic Damone, Danielle Darrieux—(Technicolor).
ROYAL WEDDING—Fred Astaire, Jane Powell, Peter Lawford—(Technicolor).
SHOWBOAT—Kathryn Grayson, Howard Keel, Ava Gardner, Joe E. Brown—(Technicolor).
SOLDIERS THREE—Stewart Granger, Walter Pidgeon, David Niven, Greta Gynt—(Technicolor).
STANDOFF—Marshall Thompson, Keefe Brasselle, Virginia Field.
STRICTLY DISHONORABLE—Ezio Pinza, Janet Leigh, Mil-lard Mitchell.
STRIP, THE—Mickey Rooney, Sally Forrest, James Craig.
TALL TARGET, THE—Dick Powell, Paula Raymond, Adolphe Menjou.
TERESA—Pier Angeli, John Ericson, Bill Mauldin—(Partly made in Europe).
TEXAS CARNIVAL—Esther Williams, Red Skelton, Howard Keel—(Technicolor).
THEY ALL SING—Marla Lanza, Frank Sinatra, Mickey Rooney, Jimmy Durante.
THREE GUYS NAMED MIKE—June Allyson, Van Johnson, Howard Keel—(119).
WELCOME TO PARIS—Jane Powell, Vic Damone, Fernando Lamas—(Technicolor).
VENGEANCE VALLEY—Burt Lancaster, Robert Walker, Joanne Dru, John Ireland—(Technicolor)—(117).

Monogram

(1949-50 releases from 4901 up)

(1950-51 releases from 5001 up)

ABILENE TRAIL—W—Whip Wilson, Andy Clyde, Neol Neill—Average Wilson—64m.—see Feb. 14 Issue—(4946).
ARIZONA TERRITORY—W—Whip Wilson, Nancy Saunders, Andy Clyde—Okeh series entry—56m.—see Aug. 16 Issue—(4942).
BIG TIMBER—MD—Roddy McDowall, Jeff Donnell, Lyn Thomas—Far the duallers—73m.—see Oct. 25 Issue—(4908).
BLUE BLOOD—MD—Bill Williams, Jane Nigh, Arthur Shields—Good horse racing yarn for neighborhood and family audiences—72m.—see Jan. 31 Issue—(Cinecolor)—(4904).
BLUES BUSTERS—CMU—Leo Gorcey, Huntz Hall, Adele Jergens—Better series entry for the duallers—67m.—see Nov. 8 Issue—(4916).
BOWERY BATTALION—CMD—Leo Gorcey, Huntz Hall, Virginia Hewitt—Amusing series entry—68m.—see Jan. 17 Issue—(511).
CALL OF THE KLONDIKE—MD—Kirby Grant, Chinook, Anne Gwynne—Okeh programmer for the lower half—66m.—see Dec. 20 Issue—(4920).
CHEROKEE UPRISING—W—Whip Wilson, Andy Clyde, Lois Hall—Standard Whip Wilson—57m.—see Nov. 8 Issue—(4944).
COLORADO AMBUSH—W—Johnny Mack Brown, Myron Healey, Lois Hall—Okeh western—52m.—see Jan. 31 Issue—(4955).
COUNTY FAIR—D—Rory Calhoun, Jane Nigh, Warren Douglas—Okeh programmer—76m.—see Aug. 16 Issue—(Cinecolor)—(4903).
FATHER'S WILD GAME—CD—Raymond Walburn, Walter Catlett, Jane Darwell—Satisfactory series entry—61m.—see Dec. 6 Issue—(5125).
GYPSY FURY—COSD—Viveca Lindfors, Christopher Kent—Interesting import—94m.—see Feb. 14 Issue—(Made in Sweden)—(English dialogue).
HIDDEN CITY, THE—AD—Johnny Sheffield, Sue England, Paul Guilfoyle—Okeh "Bomba" entry for the lower half—71m.—see Oct. 25 Issue—(4906).
HOT ROD—MD—James Lydon, Gloria Winters, Gil Stratton—Okeh action for the duallers—61m.—see Oct. 25 Issue—(4918).
JOE PALOOKA IN THE SQUARED CIRCLE—CMD—Joe Kirkwood, Jr., James Gleason, Lois Hall—Okeh series entry—63m.—see Nov. 22 Issue—(5117).
LAW OF THE PANHANDLE—W—Johnny Mack Brown, Jane Adams, Riley Hill—Okeh western—55m.—see Oct. 11 Issue—(4953).
MODERN MARRIAGE, A—D—Reed Hadley, Margaret Field, Robert Clarke—Interesting drama offers many merchandising opportunities—65m.—see Sept. 13 Issue—(5199).
OUTLAWS OF TEXAS—W—Whip Wilson, Andy Clyde, Phyllis Coates—Series average—56m.—see Dec. 20 Issue—(4954).
OVER THE BORDER—W—Johnny Mack Brown, Wendy Waldron, Myron Healey—Good series entry—57½m.—see May 24 Issue—(4952).
OUTLAW GOLD—W—Johnny Mack Brown, Jane Adams, Myron Healey—Okeh western—51m.—see Dec. 6 Issue—(4954).
SIERRA PASSAGE—OMD—Wayne Morris, Lola Albright, Alan Hale, Jr.—Interesting outdoor melodrama—81½m.—see Jan. 3 Issue—(5107).
SILK NOOSE, THE—MD—Carole Landis, Joseph Calleia, Derek Farr—Import will fit into the lower half—69m.—see Aug. 16 Issue—Leg.: B—(English-made)—(4923).
SILVER RAIDERS—W—Whip Wilson, Andy Clyde, Virginia Herrick—Good series entry—55m.—see Sept. 27 Issue—(4943).
SNOW DOG—MD—Kirby Grant, Elena Verdugo, Chinook—Okeh programmer for the duallers—63½m.—see July 19 Issue—(4919).
TRIPLE TROUBLE—CMD—Leo Gorcey, Huntz Hall, Pat Collins—Okeh series entry—66½m.—see July 19 Issue—(4915).
VICIOUS YEARS, THE—D—Tommy Cook, Gar Moore, Sybil Merritt—Neat drama for the lower half—79m.—see Mar. 1 Issue—(Originally distributed by Film Classics).

TO BE REVIEWED OR IN PRODUCTION

ACCORDING TO MRS. HOYLE—Spring Byington, Tami Chandler, Stephen Chase—(5122).
BLAZING BULLETS—Johnny Mack Brown, Lois Hall, Myron Healey.
CAVALRY SCOUT—Rod Cameron, Jim Davis, Audrey Long—(Cinecolor)—(5101).
GHOST CHASERS—Leo Gorcey, Huntz Hall, Jan Kayne.
JIGGS AND MAGGIE IN HOLLYWOOD—Joe Yule, Rene Riano, George McManus.
LION HUNTERS, THE—Johnny Sheffield, Ann Todd, Max Thayer—(5109).
MAN FROM SONORA—Johnny Mack Brown, Phyllis Coates, Lyle Talbot—(5141).
NAVY BOUND—Tom Neal, Wendy Waldron, Regis Toomey—(5120).
RHYTHM INN—Jane Frazee, Lois Collier, Kirby Grant—(5115).
WILD HORSE CANYON—Whip Wilson, Fuzzy Knight, Jim Bannon.

Allied Artists

SHORT GRASS—W—Rod Cameron, Cathy Downs, Johnny Mack Brown—Good western—83m.—see Jan. 3 Issue—(AA18).
SOUTHSIDE 1-1000—MD—Don DeFore, Andrea King, George Tobias—Suspense-filled meller has the angles for selling—73m.—see Oct. 25 Issue—(AA17).

TO BE REVIEWED OR IN PRODUCTION

DRUMS IN THE DEEP SOUTH—Guy Madison, Barbara Peyton, Barton MacLane—(Supercinecolor).
I WAS AN AMERICAN SPY—Ann Dvorak, Gene Evans, Douglas Kennedy.

Paramount

(1949-50 releases from 4901 up)
(1950-51 releases from 5001 up)

- AT WAR WITH THE ARMY—F—Dean Martin, Jerry Lewis, Polly Bergen—Star draw will make the difference—92m.—see Dec. 20 issue—(5014).
- BRANDED—OACD—Alan Ladd, Mona Freeman, Charles Bickford—Good outdoor show—94m.—see Dec. 6 issue—(Technicolor)—(5009).
- CASSINO TO KOREA—DOC—Narrated by Quentin Reynolds, Sergeant James Logan, Jackson Beck—High grade documentary—58m.—see Oct. 11 issue—(5008).
- COPPER CANYON—WMD—Ray Milland, Hedy Lamarr, Macdonald Carey—Western meller will have to depend on name draw—83m.—see Sept. 13 issue—(Technicolor)—(5003).
- DARK CITY—MD—Charlton Heston, Elizabeth Scott, Viveca Lindfors, Dean Jagger—Interesting meller has the angles—97m.—see Sept. 13 issue—(5004).
- DEAR WIFE—C—William Holden, Joan Caulfield, Edward Arnold—Pleasing comedy—87m.—see Nov. 9 issue—(4912).
- FANCY PANTS—C—Bop Hope, Lucille Ball, Bruce Cabot—Entertaining Hope entry should ride into the better grosses—92m.—see Sept. 13 issue—(Technicolor)—(5001).
- GOLDBERGS, THE (Molly)—C—Gertrude Berg, Phillip Loeb, Eli Mintz—High rating comedy—83m.—see Dec. 6 issue—(5011).
- GREAT MISSOURI RAID, THE—WD—Wendell Corey, Macdonald Carey, Ellen Drew—Names should help fast-moving outdoor show—85m.—Leg.: B—see Dec. 6 issue—(Technicolor)—(5013).
- LET'S DANCE—MU—Betty Hutton, Fred Astaire, Roland Young—Highly entertaining entry should ride into the better grosses—112m.—see Sept. 13 issue—(Technicolor)—(5006).
- MATING SEASON, THE—C—Gene Tierney, John Lund, Thelma Ritter—High rating—101m.—see Jan. 17 issue—(5016).
- MOLLY—see Goldbergs, The
- MR. MUSIC—CMU—Bing Crosby, Nancy Olson, Charles Coburn—Should ride into the better grosses—113m.—see Sept. 13 issue—(5007).
- REDHEAD AND THE COWBOY, THE—OMD—Glenn Ford, Edmond O'Brien, Rhonda Fleming—Names should help interesting outdoor melodrama—82m.—see Dec. 20 issue—(5015).
- SAMSON AND DELILAH—HISTD—Hedy Lamarr, Victor Mature, George Sanders—Excellent entertainment—128m.—see Jan. 17 issue—(Technicolor)—(5010).
- SEPTEMBER AFFAIR—ROMD—Joan Fontaine, Joseph Cotton, Francoise Rosay—Good romance for the femme trade—104m.—see Oct. 25 issue—Leg.: B—(partly filmed in Italy)—(5012).
- TRIO—CD—Jean Simmons, James Hayter, Kathleen Harrison, Felix Aylmer, Nigel Patrick—Well-made class entry is best for art spots—91m.—see Sept. 27 issue—(British-made).
- TRIPOLI—AMD—Maureen O'Hara, John Payne, Howard da Silva—Colorful adventure entry has plenty of selling angles—95m.—see Oct. 11 issue—(Technicolor)—(5005).
- UNION STATION—MD—William Holden, Nancy Olson, Barry Fitzgerald—Good program melodrama—80m.—see Sept. 13 issue—(5002).

TO BE REVIEWED OR IN PRODUCTION

- ACE IN THE HOLE—Kirk Douglas, Jan Sterling, Porter Hall.
- APPOINTMENT WITH DANGER—Alan Ladd, Phyllis Calvert, Blossom Plumb.
- CARRIE—Laurence Olivier, Jennifer Jones, Eddie Albert.
- COUNTER INTELLIGENCE—Gene Tierney, Ray Milland.
- CROSSWINDS—John Payne, Rhonda Fleming, Forrest Tucker.
- DARLING, HOW COULD YOU?—Joan Fontaine, John Lund, Peter Hanson.
- DEAR BRAT—Mona Freeman, Billy DeWolfe, Edward Arnold.
- DEVIL'S CANYON—Sterling Hayden, Gail Russell, Victor Jory—(Technicolor).
- EAGLES OF THE NAVY—Alan Ladd, William Bendix.
- FORT SAVAGE—Sterling Hayden, Barbara Rush, Forest Tucker—(Technicolor).
- GREATEST SHOW ON EARTH, THE—Betty Hutton, James Stewart, Dorothy Lamour—(Technicolor).
- HERE COMES THE GROOM—Bing Crosby, Jane Wyman, Franchot Tone.
- LAST OUTPOST, THE—Ronald Reagan, Rhonda Fleming, Bruce Bennett—(Technicolor).
- LEMON DROP KID, THE—Bob Hope, Lloyd Nolan, Marilyn Maxwell—(5018).
- MY FAVORITE SPY—Bob Hope, Hedy Lamarr, Arnold Mars.
- PASSAGE WEST—John Payne, Arleen Wheilan, Dennis O'Keefe—(Technicolor).
- PLACE IN THE SUN, A—Montgomery Clift, Elizabeth Taylor, Shelley Winters.
- QUANTRELL'S RAIDERS—Alan Ladd, John Ireland, Arthur Kennedy—(Technicolor).
- QUEBEC—John Barrymore, Jr., Corinne Calvet—(Technicolor)—(Made in Canada)—(5017).
- SOMETHING TO LIVE FOR—Ray Milland, Teresa Wright, Joan Fontaine—(5017).
- SUBMARINE COMMAND—William Holden, Nancy Olson, John Lund.
- THAT'S MY BOY—Dean Martin, Jerry Lewis, Polly Bergen.
- UNITED STATES MAIL—Alan Ladd, Phyllis Calvert, David Wolfe.
- WARPATH—Edmond O'Brien, Dean Jagger, Polly Bergen—(Technicolor).
- WHEN WORLDS COLLIDE—Peter Hanson, John Hoyt, Judith Ames—(Technicolor).

RKO

(1949-50 releases from 001 up)
(1950-51 releases from 101 up)

- ADVENTURES OF ICHABOD AND MR. TOAD, THE—CAR—Walt Disney feature—Disney feature has plenty of merchandising angles—68m.—see Aug. 31, '49 issue—(Technicolor)—(093).

- BOMBARDIER—MD—Pat O'Brien, Randolph Scott, Ann Shirley—Reissue war story has names to sell—99m.—see Dec. 6 issue—(161).
- BORDER TREASURE—W—Tim Holt, Richard Martin, Jane Nigh—Routine series entry—59m.—see Sept. 13 issue—(105).
- BORN TO BE BAD—D—Joan Fontaine, Robert Ryan, Zachary Scott—Names should help women's show—90m.—see Sept. 13 issue—Leg.: B—(101).
- BUNCO SQUAD—MD—Robert Sterling, Joan Dixon, Ricardo Cortez—Okeh for the lower half—67m.—see Sept. 13 issue—(104).
- CHINA SKY—MD—Randolph Scott, Ruth Warrick, Ellen Drew—China war meller reissue has possibilities—76m.—see Dec. 6 issue—(162).
- COMPANY SHE KEEPS, THE—D—Dennis O'Keefe, Elizabeth Scott, Jane Greer—Fair program drama—81m.—see Jan. 3 issue—(109).
- CRY DANGER—MD—Dick Powell, Rhonda Fleming, Dick Erdman—Good melodrama—79m.—see Feb. 14 issue—Leg.: B.
- DESTINATION MURDER—MD—Joyce MacKenzie, Stanley Clements, Hurd Hatfield—For the lower half—72m.—see June 7 issue—Leg.: B—(026).
- DOUBLE DEAL—MD—Marie Windsor, Richard Denning, Taylor Holmes—For the lower half—64m.—see Jan. 3 issue.
- EDGE OF DOOM—D—Dana Andrews, Farley Granger, Joan Evans—Heavy drama will need plenty of selling—97m.—see Sept. 13 issue—(Goldwyn)—(152).
- EXPERIMENT ALCATRAZ—MD—John Howard, Joan Dixon, Walter Kingsford—Okeh meller for the lower half—58m.—see Dec. 6 issue—(107).
- GAMBLING HOUSE—MD—Victor Mature, Terry Moore, William Bendix—Names will help interesting melodrama—80m.—Leg.: B—see Jan. 3 issue—(110).
- HUNT THE MAN DOWN—MYMD—Gig Young, Lynn Roberts, Mary Anderson—Okeh dualler—68m.—see Jan. 3 issue—(111).
- JOAN OF ARC—HISD—Ingrid Bergman, Jose Ferrer, Francis L. Sullivan—Regular release of roadshow has plenty of selling angles—118m.—see Oct. 25 issue—(Technicolor)—(165).
- LADY TAKES A CHANCE, THE—AC—Jean Arthur, John Wayne, Charles Winninger—Comedy reissue has names to sell—95m.—see Dec. 6 issue—(164).
- LAW OF THE BADLANDS—W—Tim Holt, Joan Dixon, Richard Martin—Above average series entry—60m.—see Jan. 3 issue—(113).
- MAD WEDNESDAY—C—Harold Lloyd, Frances Ramsden, Margaret Hamilton—Harold Lloyd starrer will need plenty of push—77m.—see Nov. 8 issue—(166).
- MR. LUCKY—CD—Cary Grant, Laraine Day, Charles Bickford—Names should help reissue—79m.—see Dec. 6 issue—(163).
- NEVER A DULL MOMENT—C—Irene Dunne, Fred MacMurray, William Demarest—Name draw should help pleasing comedy—89m.—see Nov. 8 issue—(106).
- RIO GRANDE PATROL—W—Tim Holt, Jane Nigh, Richard Martin—Below average for the series—60m.—see Nov. 22 issue—(108).
- OUTRAGE—D—Mala Powers, Tod Andrews, Robert Clarke—Interesting drama for the duallers—75m.—see Sept. 13 issue—Leg.: B—(103).
- TARZAN AND THE AMAZONS—MD—Johnny Weismuller, Brenda Joyce, Johnny Sheffield—Reissue has the angles—76m.—see Dec. 20 issue—(170).
- TARZAN AND THE LEOPARD WOMAN—MD—Johnny Weismuller, Brenda Joyce, Johnny Sheffield—Okeh "Tarzan" reissue—72m.—see Dec. 20 issue—(169).
- VENDETTA—MD—George Dolenz, Faith Domergue, Nigel Bruce—Interesting meller will depend on the selling—83m.—see Dec. 6 issue—Leg.: B—(167).
- WALK, SOFTLY, STRANGER—D—Joseph Cotten, Valli, Spring Byington—Interesting drama will have to depend on name draw—80m.—see Sept. 14 issue—(102).

TO BE REVIEWED OR IN PRODUCTION

- ALICE IN WONDERLAND—Disney cartoon feature—(Technicolor).
- BEST OF THE BAD MEN—Robert Ryan, Claire Trevor, Jack Buettel—(Technicolor).
- BLACKBEARD THE PIRATE—Robert Mitchum, Faith Domergue, Victor Mature—(Technicolor).
- CRACK DOWN—Bill Williams, Robert Armstrong, Frank McHugh.
- FLYING LEATHERNECKS—John Wayne, Robert Ryan, Don Taylor—(Technicolor).
- FOOTLIGHT VARIETIES—Jack Paar, Red Buttons, Wendy Waldron.
- GAUNT WOMAN, THE—Dana Andrews, Carla Belenda, Claude Rains.
- GUN NOTCHES—Tim Holt, Richard Martin, Joan Dixon.
- HARD, FAST AND BEAUTIFUL—Claire Trevor, Robert Clarke, Sally Forrest.
- HEADING FOR HOLLYWOOD—Leon Errol, Nan Leslie, Steve Brodie.
- HIS KIND OF WOMAN—Robert Mitchum, Jane Russell.
- IT'S ONLY MONEY—Jane Russell, Frank Sinatra, Groucho Marx.
- JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—(Technicolor).
- JUNGLE HEAD HUNTERS—Documentary of an expedition on the Amazon—(Technicolor).
- KON-TIKI—Documentary of raft voyage in Pacific.
- MAD WITH MUCH HEART—Robert Ryan, Ida Lupino, Ward Bond.
- MONTANA BELLE—George Brent, Jane Russell, Scott Brady—(Trucolor).
- MY FORBIDDEN PAST—Robert Mitchum, Ava Gardner, Melvyn Douglas.
- NARROW MARGIN, THE—Charles McGraw, Jacqueline White, Marie Windsor.

- ON THE LOOSE—Joan Evans, Lynn Bari, Robert Arthur.
- PAYMENT ON DEMAND—Bette Davis, Robert Young, Otto Kruger, Barry Sullivan.
- PISTOL HARVEST—Tim Holt, Richard Martin, Joan Dixon.
- RANGE WAR—Tim Holt, Noreen Nash, Richard Martin.
- ROADBLOCK—Charles McGraw, Joan Dixon, Jean Heydt.
- RUSTLERS' RANGE—Tim Holt, Richard Martin, Joan Dixon.
- SADDLE LEGION—Tim Holt, Richard Martin, Movita.
- SHADOW OF THE EAGLE—Richard Greene, Valentina Cortesa, Binnie Barnes.
- SONS OF THE MUSKETEERS—Cornel Wilde, Maureen O'Hara, June Clayworth—(Technicolor).
- TARZAN'S PERIL—Lex Barker, Virginia Huston, George MacReady.
- THING, THE—Margaret Sheridan, Jim Arness, Sally Creighton.
- TROUBLE IN TEXAS—Tim Holt, Richard Martin, Marjorie Lord.
- TWO TICKETS TO BROADWAY—Tony Martin, Janet Leigh, Eddie Bracken—(Technicolor).

Republic

(1949-50 releases from 4901 up)
(1950-51 releases from 5001 up)

- BUCKAROO SHERIFF OF TEXAS—W—Michael Chapin, Eilene Janssen, James Beil—Okeh western—55m.—see Jan. 3 issue—(5066).
- CALIFORNIA PASSAGE—OMD—Forrest Tucker, Adele Mara, Jim Davis—Well-made outdoor melodrama—92m.—see Dec. 20 issue—(5005).
- COVERED WAGON RAID—W—Allan "Rocky" Lane, Eddy Waller, Lyn Thomas—Fair series entry—60m.—see July 19 issue—(4965).
- DESTINATION BIG HOUSE—MD—Dorothy Patrick, Robert Rockwell, James Lydon—Fair meller for the lower half—60m.—see June 21 issue—(4918).
- FRISCO TORNADO—W—Allan "Rocky" Lane, Eddy Waller, Martha Hyer—Okeh series entry—60m.—see Sept. 27 issue—(4967).
- HIT PARADE OF 1951—CMU—John Carroll, Marie MacDonald, Estelita Rodriguez—Pleasing musical has plenty of selling angles—85m.—see Nov. 8 issue—(5002).
- JUNGLE STAMPEDE—DOC—George Breakston, Yorke Coplen, native cost—Okeh exploitation entry—60m.—see Aug. 16 issue—Leg.: C—(Made in Africa)—(4922).
- LONELY HEARTS BANDITS, THE—MD—Dorothy Patrick, John Eidredge, Barbra Fuller—Okeh meller for the lower half—60m.—see Sept. 13 issue—(4925).
- MACBETH—D—Orson Welles, Jeanette Nolan, Don O'Herlihy—Entry for class and art spots merits special attention—85m.—see Oct. 25 issue—(5003).
- MISSOURIANS, THE—W—Monte Hale, Paul Hurst, Roy Barcroft—Above average open alrer—60m.—see Dec. 6 issue—(4574).
- NORTH OF THE GREAT DIVIDE—W—Roy Rogers, Penny Edwards, Gordon Jones—Good Rogers—67m.—see Nov. 22 issue—(Trucolor)—(4944).
- OLD FRONTIER, THE—W—Monte Hale, Paul Hurst, Claudio Barrett—Above average series entry—60m.—see Aug. 16 issue—(4973).
- PRIDE OF MARYLAND—OD—Stanley Clements, Peggy Stewart, Frankie Darro—For the lower half—60m.—see Jan. 17 issue—(5023).
- PRISONERS IN PETTICOATS—MD—Valentine Perkins, Robert Rockwell, Anthony Caruso—For the lower half—60m.—see Sept. 27 issue—(4929).
- REDWOOD FOREST TRAIL—W—Rex Allen, Jeff Donnell, Carl Switzer—Okeh series entry—67m.—see Sept. 27 issue—(4953).
- RIO GRANDE—ACMD—John Wayne, Maureen O'Hara, Ben Johnson—High rating western melodrama should ride into the better money—105m.—see Nov. 8 issue—(5004).
- RUSTLERS ON HORSEBACK—W—Allan "Rocky" Lane, Eddy Waller, Claudia Barrett—Above average series entry—60m.—see Nov. 22 issue—(4968).
- SAVAGE HORDE, THE—W—William Elliott, Adrian Booth, James Davis—Good open-airer packs plenty of punch—91m.—see July 5 issue—(4917).
- SHOWDOWN, THE—WMD—William Elliott, Walter Brennan, Marie Windsor—Good, suspenseful western melodrama—86m.—see Aug. 30 issue—Leg.: B—(4924).
- SUNSET IN THE WEST—MUW—Roy Rogers, Penny Edwards, Estelita Rodriguez—Above average—67m.—see Oct. 11 issue—(4943).
- SURRENDER—D—Vera Ralston, John Carroll, Walter Brennan—Names may help interesting drama—91m.—see Oct. 11 issue—(5001).
- TRAIL OF ROBIN HOOD—W—Roy Rogers, Penny Edwards, Gordon Jones—Good Rogers—67m.—see Dec. 20 issue—(Trucolor)—(4946).
- TRIAL WITHOUT JURY—MD—Robert Rockwell, Barbara Fuller, Kent Taylor—Fair meller for the lower half—60m.—see Aug. 2 issue—(4921).
- TRIGGER, JR.—W—Roy Rogers, Dale Evans, Pat Brady—Good Rogers—67m.—see July 19 issue—(Trucolor)—(4945).
- UNDER MEXICALI STARS—W—Rex Allen, Dorothy Patrick, Roy Barcroft—Above average Allen—67m.—see Dec. 6 issue—(4954).
- VIGILANTE HIDEOUT—W—Allan "Rocky" Lane, Eddy Waller, Virginia Herrick—Above average series entry—60m.—see Aug. 30 issue—(4966).

TO BE REVIEWED OR IN PRODUCTION

- BELLE LE GRAND—Vera Ralston, John Carroll, William Ching—(5006).
- BULLFIGHTER AND THE LADY, THE—Robert Stack, Joy Page, Gilbert Roland—(Made in Mexico).
- CUBAN FIREBALL—Estelita Rodriguez, Russ Vincent, Warren Douglas.
- FIGHTING U. S. COAST GUARD—Brian Donlevy, Ella Raines, Forrest Tucker.
- HEART OF THE ROCKIES—Roy Rogers, Penny Edwards, Gordon Jones.
- HONEYCHILE—Judy Canova, Eddy Foy, Jr., Alan Hale, Jr.

IN OLD AMARILLO—Roy Rogers, Penny Edwards, Pinky Lee.
 INSURANCE INVESTIGATOR—Richard Denning, Audrey Long, John Elredge.
 MISSING WOMEN—Penny Edwards, John Alvin, James Millican.
 NIGHT RIDERS OF MONTANA—Rocky Lane, Chubby Johnson, Claudia Borrett.
 OHI SUSANNA—Rod Cameron, Adrian Booth, Forrest Tucker—(Trucolor).
 ROUGH RIDERS OF DURANGO—Allan "Rocky" Lone, Aline Towne, Walter Baldwin—(505B).
 SILVER CITY BONANZA—Rex Allen, Buddy Ebsen, May Ellen Kay.
 SPOILERS OF THE PLAINS—Roy Rogers, Penny Edwards, Garton Jones.
 THUNDER IN GOD'S COUNTRY—Rex Allen, Mary Ellen Kay, Buddy Ebsen.
 WELLS FARGO GUNMASTER—Alan "Rocky" Lone, Roy Boncroft, Mary Ellen Kay.

20th Century-Fox

(1950 releases from 001 up;
 1951 releases from 101 up)

ALL ABOUT EVE—CD—Bette Davis, Anne Baxter, Celeste Holm, George Sonders—High rating—13Bm.—see Sept. 13 issue—Leg.: B—(030).
 AMERICAN GUERRILLA IN THE PHILIPPINES—ACD—Tyronne Power, Micheline Prele, Tom Ewell—Picturization of war book should ride into the better money—105m.—see Nov. 22 issue—(Technicolor)—(032).
 BLACK ROSE, THE—COSMD—Tyronne Power, Orson Welles, Cecile Aubry—Colorful picturization of best seller is loaded with merchandising angles—120m.—see Aug. 16 issue—(Mode In England and Morocco)—(Technicolor)—(019).
 CALL ME MISTER—CMU—Betty Grable, Dan Dailey, Danny Thomas—Good musical—95m.—see Jan. 31 issue—(Technicolor)—(104).
 FAREWELL TO YESTERDAY—DOC—Movietone News documentary of the past 30 years—Well-made documentary—90m.—see Sept. 27 issue—(02B).
 FIREBALL, THE—MD—Mickey Rooney, Pat O'Brien, Beverly Tyler—Pleasing programmer has strong merchandising angles—83m.—see Aug. 30 issue—(023).
 FOR HEAVEN'S SAKE—CFAN—Clifton Webb, Joan Bennett, Robert Cummings, Edmund Gwenn—Delightful comedy is backed by star strength—92m.—see Dec. 6 issue—Leg.: B—(033).
 HALLS OF MONTEZUMA—ACD—Richard Widmark, Walter Polance, Reginald Gardiner—Outstanding war drama—112m.—see Dec. 20 issue—(Technicolor)—(103).
 HOLY YEAR 1950—DOC—Narrated by Father Robert I. Gannon—Good religious subject—42m.—see Aug. 16 issue—(Mode In Italy)—(026).
 I'D CLIMB THE HIGHEST MOUNTAIN—CD—Susan Hayward, William Lundigan, Rory Calhoun—High rating—89m.—see Jan. 17 issue—(Technicolor)—(105).
 I'LL GET BY—CMU—June Haver, William Lundigan, Gloria DeHoven, Horry James—Entertaining musical—82m.—see Oct. 11 issue—(Technicolor)—(027).
 JACKPOT, THE—C—James Stewart, Barbara Hale, James Gleason—Highly entertaining comedy—86m.—see Oct. 11 issue—(031).
 MAN WHO CHEATED HIMSELF, THE—D—Lee J. Cobb, John Dall, Jane Wyatt—Interesting drama has names to help—82m.—see Jan. 3 issue—(102).
 MISTER BBQ—CD—Burt Lancaster, Dorothy McGuire, Edmund Gwenn—Word-of-mouth will help high rating comedy drama—89½m.—see Sept. 13 issue—(024).
 MUDLARK, THE—HISD—Irene Dunne, Alec Guinness, Andrew Ray—Impressive historical drama deserves the best selling attention—99m.—see Dec. 6 issue—(Made in England)—(101).
 MY BLUE HEAVEN—CDMU—Betty Grable, Don Dailey, David Wayne—Names should help pleasing musical—97m.—see Aug. 30 issue—Leg.: B—(Technicolor)—(021).
 NO WAY OUT—D—Richard Widmark, Linda Darnell, Stephen McNally—High rating—106m.—see Aug. 16 issue—Leg.: B—(025).
 OF MEN AND MUSIC—MUDOC—Artur Rubenstein, Jan Peerce, Nadine Conner—Interesting musical feature for art and specialty spots—85m.—see Dec. 6 issue—(110).
 STELLA—CD—Ann Sheridan, Victor Mature, David Wayne—Names should help different type comedy—83m.—see Aug. 2 issue—(01B).
 13TH LETTER, THE—MY—Linda Darnell, Charles Boyer, Michael Rennie—Suspenseful meller—85m.—see Jan. 31 issue—(Made in Canada)—(107).
 TWO FLAGS WEST—ACMD—Joseph Cotten, Linda Darnell, Jeff Chandler—Good outdoor adventure show—92m.—see Oct. 25 issue—(029).

TO BE REVIEWED OR IN PRODUCTION

BIRD OF PARADISE—Louis Jourdon, Debra Poget, Everett Sloan—(Mode in Hawaii)—(Technicolor)—(109).
 DAVID AND BATHSHEBA—Gregory Peck, Susan Hayward, Raymond Mossey—(Technicolor).
 DECISION BEFORE DAWN—Gory Merrill, Richard Bosehart, Hildegard Neff—(Mode In Germany).
 FOLLOW THE SUN—Glenn Ford, Ann Baxter, Dennis O'Keefe.
 FOURTEEN HOURS—Paul Douglas, Richard Bosehart, Barbara Bel Geddes.
 FROG MEN, THE—Richard Widmark, Dano Andrews, Gory Merrill.
 GOLDEN GOOSE—Fred MacMurray, Eleanor Parker, Richard Carlson.
 GUY WHO SANK THE NAVY, THE—Paul Douglas, Joan Bennett, Linda Dornell.
 HALF ANGEL—Joseph Cotten, Loretta Young, Cecil Kellaway—(Technicolor).

HOUSE ON TELEGRAPH HILL—Valentina Cortesa, William Lundigan, Richard Basehart.
 I CAN GET IT FOR YOU WHOLESAL—Don Dooley, Susan Hayward, George Sanders.
 I'D CLIMB THE HIGHEST MOUNTAIN—Susan Hayward, William Lundigan, Rory Calhoun—(Technicolor).
 KANGAROO—Peter Lawford, Moureen O'Hara, Finlay Currie—(Mode in Austroillo)—(Technicolor).
 LUCKY NICK CAIN—George Raft, Coleen Gray—87m.—(Made in England)—(10B).
 MEET ME AFTER THE SHOW—Betty Grable, Rory Calhoun, Macdonald Carey—(Technicolor).
 NO HIGHWAY—James Stewart, Glynis Johns, Morlene Dietrich—(Mode In England).
 ON THE RIVIERA—Donny Koye, Corinne Colvert, Gene Tierney—(Technicolor).
 RAWHIDE—Tyronne Power, Susan Hayward, Hugh Marlowe.
 SECRET OF CONVICT LAKE—Glenn Ford, Gene Tierney, Zachary Scott, Ethel Barrymore.
 SWORD OF MONTE CRISTO, THE—George Montgomery, Paula Cordoy, Berry Kroeger—(Super Cinecolor)—(106).
 TAKE CARE OF MY LITTLE GIRL—Jeanne Crain, Jean Peters, Dale Robertson—(Technicolor).
 U.S.S. TEAKETTLE—Gory Cooper, Eddie Albert, Jane Greer.
 WILL YOU LOVE ME IN DECEMBER—David Wayne, Thelma Ritter, Monty Woolley.

United Artists

CYRANO DE BERGERAC—ROMD—Jose Ferrer, Mola Powers, William Prince—Fine production—112½m.—see Nov. 22 issue—(Kramer).
 SECOND WOMAN, THE—D—Robert Young, Betsy Drake, John Sutton—Engrossing drama—90m.—see Jan. 31 issue—(Popkin).
 SOUND OF FURY, THE—MD—Frank Lovejoy, Kathleen Ryan, Richard Carlson—Vivid melodrama offers opportunities for heavy selling—90m.—see Dec. 6 issue—(Stillman).
 THREE HUSBANDS—C—Emlin Williams, Eve Arden, Howard da Silva—Amusing comedy—78m.—see Nov. B issue—Leg.: B—(Gloria).

TO BE REVIEWED OR IN PRODUCTION

NEW MEXICO—Lew Ayres, Marilyn Maxwell, Jeff Corey—(Allen)—(Anasco)—color.
 PROWLER, THE—Van Heflin, Evelyn Keyes, John Maxwell—(Eagle).
 QUEEN FOR A DAY—Phyllis Avery, Darren McGavin, Rudy Lee—(Stillman).
 SCARF, THE—James Barton, Mercedes McCambridge, Emlin Williams, John Ireland, Otto Kruger—(Goldsmith-Casper).
 SECOND WOMAN, THE—Robert Young, Betsy Drake, John Sutton—96m.—(Popkin).
 THREE STEPS NORTH—Lloyd Bridges, Aldo Fabrizi, Leo Padovani—(Mode In Italy)—(Wilder).

Universal-International

(1949-50 releases from 901 up;
 1950-51 releases from 101 up)

ABBOTT AND COSTELLO IN THE FOREIGN LEGION—C—Bud Abbott, Lou Costello, Patricia Medina—Amusing comedy should land in the better grosses—79m.—see July 19 issue—(924).
 BEDTIME FOR BONZO—C—Ronald Reagan, Diana Lynn, Walter Slezak—Highly amusing—83m.—see Jan. 31 issue—(112).
 DEPORTED—MD—Morta Toren, Jeff Chandler, Claude Dauphin—Interesting meller—89m.—see Oct. 25 issue—(103).
 DESERT HAWK, THE—ROMAD—Yvonne DeCarlo, Richard Greene, Jackie Gleason—Okeh adventure programmer—77m.—see Aug. 16 issue—(Technicolor)—(925).
 DOUBLE CROSSBONES—CMU—Donald O'Connor, Helena Carter, Will Geer—Entertaining program—75½m.—see Dec. 20 issue—(Technicolor).
 FRENCHIE—OD—Joel McCrea, Shelley Winters, Paul Kelly—Name draw should help outdoor drama—81m.—see Dec. 6 issue—(Technicolor)—(10B).
 HAMLET—D—Laurence Olivier, Eileen Herlie, Basil Sydney—Regular release of roadshow offers distinct possibilities for many houses—153m.—see Oct. 25 issue—(English-made)—(101).
 HARVEY—CD—James Stewart, Josephine Hull, Peggy Dow—High rating—104m.—see Oct. 25 issue—(107).
 KANSAS RAIDERS—W—Audie Murphy, Brian Donlevy, Marguerite Chapman—Satisfactory outdoor action show—80m.—see Dec. 6 issue—(Technicolor)—(104).
 MADEIRA—D—Ann Todd, Norman Wooland, Ivon Desny—Fair Import—99m.—see Sept. 13 issue—(English-made).
 MILKMAN, THE—FMU—Donald O'Connor, Jimmy Durante, Piper Laurie—Pleasing comedy with music—87m.—see Oct. 11 issue—(102).
 MYSTERY SUBMARINE—MD—Macdonald Corey, Morta Toren, Robert Douglas—Fair program—77½m.—see Dec. 20 issue—(106).
 OPERATION DISASTER—D—John Mills, Helen Cherry, Richard Attenborough—Interesting import—100m.—see Jan. 17 issue—(British-mode)—(113).
 PRELUDE TO FAME—D—Guy Rolfe, Kathleen Byron, Kathleen Ryan—Interesting import for the art and specialty spots—84½m.—see Nov. 22 issue—(English-made).
 SADDLE TRAMP—W—Joel McCrea, Wanda Hendrix, John Russell—Name draw should be a strong factor—77m.—see Aug. 30 issue—(Technicolor)—(928).

SHAKEDOWN—MD—Howard Duff, Brian Donlevy, Peggy Dow—Programmer has names to help—80m.—see Sept. 13 issue—(929).
 SLEEPING CITY, THE—MD—Richard Conte, Coleen Gray, Peggy Dow, Richard Tabor—Good meller—85m.—see Sept. 13 issue—(930).
 TALES OF THE WEST (No. 2)—MUW—Tex Williams, Shirlee Allard, Smokey Rogers—(Two-story feature comprising "Fargo Phantom" and "Coyote Canyon")—Okeh compilation of two musical westerns—49m.—see Oct. 25 issue—(5102).
 TALES OF THE WEST (No. 3)—MUW—Tex Williams, Smokey Rogers, Deuce Spriggins—(Two-story feature comprising "Rustlers' Ransom" and "Gold Strike")—Okeh compilation of two musical westerns—53m.—see Dec. 20 issue—(5103).
 TALES OF THE WEST (No. 4)—MUW—Tex Williams, Deuce Spriggins, Donna Martel—(Two-story feature comprising "Western Courage" and "Ready To Ride")—Okeh compilation of two musical westerns—54m.—see Jan. 17 issue—(5104).
 TARGET UNKNOWN—MD—Mark Stevens, Alex Nicol, Robert Douglas—Interesting war meller—90m.—see Jan. 31 issue—(111).
 TOMAHAWK—WMD—Van Heflin, Yvonne De Carlo, Tom Tully—Above average outdoor show—82m.—see Jan. 17 issue—(Technicolor)—(110).
 UNDER THE GUN—MD—Richard Conte, Audrey Totter, John McIntire—Interesting programmer—83m.—see Dec. 20 issue—(109).
 UNDERCOVER GIRL—MD—Alexis Smith, Scott Brady, Richard Egan—Good program melodrama—82m.—see Nov. 8 issue—(105).
 WOMAN ON THE RUN—MD—Ann Sheridan, Dennis O'Keefe, Ross Elliott—Fair meller will have to benefit from name draw—77m.—see Oct. 11 issue—(932).
 WYOMING MAIL—WMD—Stephen McNally, Alexis Smith, Howard da Silva—Good outdoor show—86m.—see Oct. 11 issue—(Technicolor)—(931).

TO BE REVIEWED OR IN PRODUCTION

ABBOTT AND COSTELLO MEET THE INVISIBLE MAN—Bud Abbott, Lou Costello, Nancy Guild.
 AIR CADET—Gail Russell, Stephen McNally, Richard Long.
 APACHE DRUMS—Stephen McNally, Coleen Gray—Technicolor).
 BONAVENTURE—Clodette Colbert, Ann Blyth, Robert Douglas.
 CATTLE DRIVE—Joel McCrea, Dean Stockwell, Chill Wills—(Technicolor).
 DON RENEGADE—Ricardo Montalbon, Cyd Charisse, Andrea King—(Technicolor).
 FAT MAN, THE—Jack Smort, Julie London, Rock Hudson.
 FRANCIS GOES TO THE RACES—Donald O'Connor, Piper Laurie, Jesse White.
 GOLDEN HORDE, THE—David Farrar, Ann Blyth, Peggy Costle.
 GROOM WORE SPURS, THE—Ginger Rogers, Jock Carson, Joan Davis.
 HOLLYWOOD STORY, THE—Richard Conte, Julia Adams, Henry Hull.
 IRON MAN, THE—Stephen McNally, Jeff Chandler, Evelyn Keyes.
 KATIE DID IT—Mork Stevens, Ann Blyth, Craig Stevens.
 LIGHTS OUT—Arthur Kennedy, Peggy Dow, Richard Egan.
 LITTLE EGYPT—Mark Stevens, Rhonda Fleming, Nancy Guild—(Technicolor).
 MA AND PA KETTLE AT THE COUNTY FAIR—Marjorie Main, Percy Kilbride, Lori Nelson.
 MAGNET, THE—Stephen Murray, Kay Walsh, William Fox.
 PRINCE WHO WAS A THIEF, THE—Anthony Curtis, Piper Laurie—(Technicolor).
 REAL MCCOY, THE—Bud Abbott, Lou Costello, Dorothy Shoy.
 SMUGGLER'S ISLAND—Jeff Chandler, Evelyn Keyes, Philip Friend—(Technicolor).
 UP FRONT—David Wayne, Tom Ewell, Jeffery Lynn, Marina Berti.

Warners

(1949-50 releases from 901 up;
 1950-51 releases from 001 up)

ALCATRAZ ISLAND—MD—John Littel, Ann Sheridan, Gordon Oliver—Exploitation should help reissue—64m.—see Sept. 13 issue—(002).
 BREAKING POINT, THE—MD—John Garfield, Patricia Neal, Phyllis Thaxter—Names should help fair melodrama—98m.—see Sept. 13 issue—Leg.: B—(005).
 BREAKTHROUGH—MD—David Brion, John Agar, Frank Lovejoy, Suzanne Dalton—Absorbing war drama offers selling opportunities—91m.—see Nov. 8 issue—(010).
 DALLAS—W—Gary Cooper, Ruth Roman, Steve Cochran—Good western—94m.—see Dec. 6 issue—(Technicolor)—(011).
 ENFORCER, THE—MD—Humphrey Bogart, Roy Roberts, Ted DeCorsi—Good melodrama—86m.—see Jan. 31 issue—(015).
 GLASS MENAGERIE, THE—D—Jane Wyman, Kirk Douglas, Gertrude Lawrence—High rating dramatic entry—107m.—see Sept. 27 issue—(007).
 HIGHWAY 301—MD—Steve Cochran, Virginia Grey, Gaby Andre—Fast moving action meller will fit into the duallers—83m.—see Dec. 6 issue—Leg.: B—(012).
 KISS TOMORROW GOODBYE—MD—James Cagney, Barbara Payton, Steve Brodie—Good Cagney—102m.—see Aug. 16 issue—Leg.: B—(932).

OPERATION PACIFIC—MD—John Wayne, Patricia Neal, Word Bond—Naval thriller should ride into the better grosses—110m.—see Jan. 17 issue—Leg.: B—(013).
PRETTY BABY—ROMC—Dennis Morgan, Betsy Drake, Zachary Scott—Amusing screwball comedy—92m.—see Sept. 13 issue—(004).
ROCKY MOUNTAIN—ACD—Errol Flynn, Patrice Wymore, Scott Forbes—Good outdoor show—83m.—see Oct. 11 issue—(008).
SAN QUENTIN—MD—Humphrey Bogart, Ann Sheridan, Barton MacLane—Names should help re-release—70m.—see Sept. 13 issue—(003).
STORM WARNING—D—Ginger Rogers, Ronald Reagan, Doris Day—Powerful dramatic offering—92m.—see Dec. 20 issue—(014).
SUGARFOOT—W—Rondolph Scott, Adele Jergens, Raymond Massey—Western has names to sell—80m.—see Jan. 31 issue—(Technicolor)—(016).
TEA FOR TWO—ROMMUC—Doris Day, Gordon MacRae, Gene Nelson—Highly entertaining musical—98m.—see Sept. 13 issue—(Technicolor)—(001).
THREE SECRETS—D—Eleanor Parker, Frank Lovejoy, Ruth Roman—Good woman's picture is packed with selling angles—98m.—see Sept. 13 issue—(006).
WEST POINT STORY, THE—MUCD—James Cagney, Virginia Mayo, Doris Day—Pleasing entertainment has the angles for the selling—107m.—see Nov. 22 issue—(009).

TO BE REVIEWED OR IN PRODUCTION

CAPTAIN HORATIO HORNBLOWER—Gregory Peck, Virginia Mayo, Ingeborg Wells—(Made in England)—(Technicolor).
FORT WORTH—Randolph Scott, David Brian Phyllis Thaxter—(Technicolor).
GOODBYE MY FANCY—Joan Crawford, Frank Lovejoy, Eve Arden, Robert Young.
HIDDEN IN MY HEART—Gary Cooper, Patricia Neal.
I WAS A COMMUNIST FOR THE FBI—Frank Lovejoy, Dorothy Hart, James Millican.
INSIDE THE WALLS OF FOLSOM PRISON—David Brian, Steve Cochran, Scott Forbes.
JIM THORPE, ALL AMERICAN—Burt Lancaster, Charles Bickford, Phyllis Thaxter.
LIGHTNING STRIKES TWICE—Richard Todd, Ruth Roman, Mercedes McCambridge—91m.
LULLABY OF BROADWAY—June Haver, Gene Nelson, Billy DeWolfe—(Technicolor).
NORTH OF THE RIO GRANDE—Joel McCrea, Virginia Mayo, Dorothy Malone.
ONLY THE VALIANT—Gregory Peck, Terry Kilburn, Jeff Corey.
ON MOONLIGHT BAY—Doris Day, Gordon MacRae, Jack Smith—(Technicolor).
PAINTING THE CLOUDS WITH SUNSHINE—Virginia Mayo, Dennis Morgan, Lucille Norman—(Technicolor).
POLITICIAN, THE—Joseph Cotten, Patricia Neal.
RATON PASS—Dennis Morgan, Patricia Neal, Steve Cochran.
STREETCAR NAMED DESIRE, A—Vivien Leigh, Marlon Brando, Kim Hunter.
STRANGERS ON A TRAIN—Farley Granger, Ruth Roman, Roland Walker.
TOMORROW IS ANOTHER DAY—Ruth Roman, Steve Cochran, Lurene Tuttle.
TRAVELERS, THE—Kirk Douglas, Virginia Mayo, Walter Brennan.

Miscellaneous

(Distributors' addresses will be furnished on request).

ALL QUIET ON THE WESTERN FRONT—D—Lew Ayres, Louis Wolheim, John Wray—Reissue of outstanding war drama now has restricted appeal—102m.—see Aug. 16 issue—Leg.: B—(Reissue)—(Realart).
HARLEM FOLLIES—MU—"Chicago" Carl Davis, Princess R'Wanda, "Manhattan" Paul—Below standard exploitation entry—46m.—see Sept. 13 issue—(Classic).
INTERNATIONAL BURLESQUE—SCMU—Betty Rowland, Vince Barnett, Inez Claire—Girlie show has the exploitation angles—80m.—see Nov. 22 issue—(Jewel).
KING OF THE BULLWHIP—W—"Lash" LaRue, Al St. John, Anne Gwynne—Okeh "Lash" LaRue western—60m.—see Dec. 20 issue—(Western Adventure).
MONTICELLO HERE WE COME—NOV—Larry Daniels, Menasha Skulnick, Mary Forest—Mediocre offering has limited appeal—74m.—see Jan. 31 issue—(Yiddish with some English)—(Cinema Service).
ONE TOO MANY—D—Ruth Warrick, Richard Travis, Ginger Prince—Exploitation film is packed with selling angles—105m.—see Dec. 20 issue—(Hallmark).
STRIPTASE MURDER CASE—MYMU—Dennis Harrison, Janie Ford, Al Sanford—Below standard exploitation entry—40m.—see Sept. 13 issue—(Classic).
VIENNA ART TREASURES—DOC—Narrated by Basil Rathbone—Good art film—40m.—see Dec. 6 issue—Kodachrome—(National Film).

Foreign-Made

(Distributors' addresses will be furnished on request).

ARSHIN TAKES A WIFE—ROMCMU—L. Beibutov, M. Kalantarly, L. Abgulayev—Mediocre offering for the Russian houses—92m.—see Aug. 30 issue—(Russian-made)—(English titles)—(Artkino).
BEASTS OF THE EAST—D—Robert Neil, Erlandes Cortes, Fernanda Roy—Fair exploitation offering—60m.—see Aug. 30 issue—(Made in the Philippines)—(Classic).
BITTER RICE—MD—Silvana Mangano, Doris Dowling, Vittorio Gassman—High rating import—108m.—see Aug. 9 issue—Leg.: C—(Italian-made)—(English titles)—(Lux).
BLUE ANGEL, THE—SCD—Marlene Dietrich, Emil Jannings, Kurt Gerron—Revised import has the angles—97m.—see Dec. 20 issue—(German-made)—(English titles)—(Classic).

BULLET FOR STEFANO—MD—Valentina Cortese, Rossano Brazzi, Carlo Ninchi—Average import for the art houses—96m.—see Nov. 22 issue—Leg.: C—(Italian-made)—(English titles)—(Lux).
BURIED ALIVE—HISTMD—Milly Vitale, Paul Miller, Evi Maltagliati—Uneven offering for the Italian houses—84m.—see Jan. 17 issue—(Italian-made)—(English titles)—(Casolaro).
CHEAT, THE—D—Bernard Blier, Simone Signoret, Jacques Baumer—Suitable for the art houses—87m.—see Sept. 27 issue—(French-made)—(English titles)—(Discina).
CHRISTINA—HISD—Petra Peters, Wolfgang Lukschy, Tilly Lauenstein—German import might appeal in certain situations—85m.—see Jan. 31 issue—(German-made)—(English titles)—(Central Cinema).
COSSACKS OF THE KUBAN—MUC—Marina Ladynina, Sergei Lukianov, Vladimir Vladodine—Okeh import for the Russian houses—98m.—see Nov. 22 issue—(Russian-made)—(English titles)—(Magnicolor)—(Artkino).
DANCING YEARS, THE—ROMMU—Dennis Price, Giselle Preville, Anthony Nicholls—Entertaining import—98m.—see Aug. 30 issue—(English-made)—(Technicolor)—(Stratford).
DIFFICULT YEARS—SATD—Umberto Spadaro, Massimo Girotti, Ave Ninchi—High rating import—90m.—see Sept. 13 issue—(Italian-made)—(English titles)—(Lopert).
DISHONORED—HISD—Antonio Vilar, Elli Parvo, Otello Toso—Uneven, lengthy offering is strictly for the Italian houses—100m.—see Dec. 6 issue—(Italian-made)—(English titles)—(Casolaro).
DISTANT JOURNEY—D—Blanka Waleska, Otomar Krejca, Viktor Ocasek—Okeh import for the art houses—92m.—see Sept. 13 issue—(Made in Czechoslovakia)—(English titles)—(Artkino).
EUREKA STOCKADE—MD—Chips Rafferty, Jane Barrett, Jack Lambert—Interesting import—102½m.—see Sept. 27 issue—(Australian-made)—(Pentagon).
FACE TO THE WIND—CD—Sophie Leclair, Danielle Tardy, Elaine Delgrange—Lively French comedy—85m.—see Jan. 31 issue—(French-made)—(English titles)—(Lafayette).
FILM WITHOUT A NAME—CD—Hildegard Neff, Willy Fritsch, Hans Sohnker—Entertaining novelty import—75m.—see Nov. 22 issue—(German-made)—(English titles)—(Oxford).
FLAMING HEARTS—ROMD—Lillian Harvey, Esmond Knight, Dennis Hoey—Weak entry—67m.—see Oct. 25 issue—(English-made)—(Cosmopolitan).
FLESH WILL SURRENDER—D—Aldo Fabrizi, Aedeo Fabrizi, Yvonne Sanson—Emotional drama has appeal for the art houses—96m.—see Oct. 25 issue—Leg.: C—(Italian-made)—(English titles)—(Lux).
FOR THEM THAT TRESPASS—MD—Stephen Murray, Richard Todd, Patricia Plunkett—Fair import—93m.—see Oct. 11 issue—(English-made)—(Stratford).
FRENCH WHITE CARGO—D—Jean Pierre Aumont, Dalio, Suzy Prim—Fair exploitation import—86m.—see Aug. 30 issue—(French-made)—(English titles)—(Distinguished).
GIRL IN A MILLION, A—C—Hugh Williams, Joan Greenwood, Basil Radford—Okeh import for the art, class houses—78m.—see Aug. 16 issue—(British-made)—(Oxford).
HAPPIEST DAYS OF YOUR LIFE, THE—C—Alecstair Sim, Margaret Rutherford, John Turnbull—Amusing import—81m.—see Oct. 25 issue—(British-made)—(London).
HEADLINE—MD—Anne Crawford, David Farrar, John Stuart—Fair import—76m.—see Jan. 31 issue—(English-made)—(English Films).
HERE COME THE HUGGETS—C—Jack Warner, Kathleen Harrison, Jane Hylton—Minor English comedy for the art houses—80m.—see Jan. 17 issue—(English-made)—(Pentagon).
HIDDEN RIVER—D—Marla Felix, Fernando Isunza, Carlos Motezuma—Well made art entry—98m.—see Dec. 20 issue—(Mexican-made)—(English titles)—(Clasamohme).
HOBBOES IN PARADISE—CFAN—Raimu, Fernandel, Alerme—Raimu's name should help—84m.—see Oct. 11 issue—(French-made)—(English titles)—(Distinguished).
HUE AND CRY—MYC—Alastair Sim, Jack Warner, Valerie White—Amusing import—82m.—see Dec. 20 issue—(English-made)—(Fine Art).
IGNACE—MUC—Fernandel, Alice Tissot, Charpin, Dany Lorys—Witty French musical for the art houses—78m.—see Oct. 11 issue—(French-made)—(English titles)—(M.P.S.C.).
INHERITANCE, THE—MD—Jean Simmons, Katina Paxinou, Derrick De Marney—Good import for the art spots—90m.—see Jan. 31 issue—(English-made)—(Fine Arts).
IT'S HARD TO BE GOOD—C—Jimmy Hanley, Anne Crawford, Raymond Huntley—Pleasing comedy is strictly for the art houses—87m.—see Jan. 3 issue—(English-made)—(Pentagon).
JACQUELINE MISBEHAVES—CD—Hugh Williams, Corla Lehmann, Joyce Howard—Fair import—see Jan. 31 issue—(English-made)—(Regal).
L'AFFAIRE—ROMD—Claude Dauphin, Anne Vernon, Henri Guisol—Well acted import for the art houses—87m.—see Dec. 6 issue—(French-made)—(English titles)—(International Film).
LAST HOLIDAY—CD—Alec Guinness, Beatrice Campbell, Kay Walsh—Delightful import for the art spots—88m.—see Nov. 22 issue—(English-made)—(Stratford).
LOOK BEFORE YOU LOVE—ROMD—Margaret Lockwood, Griffith Jones, Norman Wooland—Lockwood name should help import—96m.—see Nov. 22 issue—(English-made)—(Bell).
LOST PEOPLE, THE—D—Dennis Price, Mal Zetterling, Richard Attenborough—Fair English drama for the art houses and class spots—89m.—see Oct. 11 issue—(English-made)—(Pentagon).
MAD QUEEN, THE—HISROMD—Aurora Batista, Fernando Rey, Sara Montiel—Drama may have appeal for the art houses—107m.—see Nov. 8 issue—(Spanish-made)—(English titles)—(Azteca).
MAIL ORDER BRIDES—D—George Marchal, Renee Faure, Helen Vita—Poor import—65m.—see Aug. 30 issue—(French-made)—(English-dubbed)—(Distinguished).

MAN CONQUERS NATURE—DOC—Documentary of Soviet reforestation program—Okeh documentary is strictly for the Russian houses—55m.—see Jan. 3 issue—(Russian-made)—(English narration)—(Artkino).
MANON—ROMD—Cecile Aubrey, Michel Audoir, Serge Reggiani—Highly interesting import for the art houses—91m.—see Jan. 3 issue—(French-made)—(English titles)—(Discina).
MARRIAGE OF FIGARO—OPC—Angelika Houff, Willi Domgraf-Fassbender, Sabine Peters—Good opera picturization—87m.—see Nov. 22 issue—(German-made)—(English titles)—(Central Cinema).
MASK OF KOREA—D—Erich Von Stroheim, Sessue Hayakawa, Louise Carletti—Okeh exploitation entry—75m.—see Aug. 16 issue—(French-made)—(English-dubbed)—(Ellis).
MATTER OF MURDER, A—John Barry, Maureen Riscoe, Charles Clapham—Fair English meller for the lower half—52m.—see Nov. 22 issue—(English-made)—(Hoffberg).
MILL ON THE PO—MD—Carla del Poggio, Jacques Sernas, Giacomo Giuradei—Interesting drama for the art houses—96m.—(Italian-made)—(English titles)—(Lux).
MULATTO, THE—D—Renata Baldini, Umberto Spadaro, Iole Fierro—High rating import—97m.—see Nov. 22 issue—(Italian-made)—(English titles)—(Scalera).
MY WIDOW AND I—F—Vittoria De Sica, Isa Miranda, Gino Gervi—Amusing import has names to help—81m.—see Sept. 13 issue—(Italian-made)—(English titles)—(Distinguished).
ODETTE—BMD—Anna Neagle, Trevor Howard, Marius Goring—High rating import—105m.—see Jan. 31 issue—(English-made)—(Lopert).
OH, AMELIA—SC—Dannielle Darrieux, Jean Desully, Andre Bervil—Comedy should appeal to the art houses—86m.—see Jan. 3 issue—(French-made)—(English titles)—(Lux).
ORIGINAL SIN, THE—ROMMUCFAN—Bobby Todd, Bettina Moissi, Joana Maria Carvin—Okeh import with exploitation angles—107m.—see Aug. 30 issue—(German-made)—(English titles)—(Lopert).
ORPHEUS—FAN—Jean Marais, Francis Perier, Marla Casares—Philosophical fantasy has limited appeal—94m.—see Oct. 11 issue—(French-made)—(English titles)—(Discina).
OUR DAILY BREAD—D—Paul Bildt, Harry Hindemith, Victoria von Ballasko—Import has limited appeal—102m.—see Nov. 8 issue—(German-made)—(English titles)—(Central Cinema).
OUTRAGES OF THE ORIENT—D—Linda Estrella, Fernando Royo, Mana Lisa—Fair exploitation entry—65m.—see Mar. 29 issue—(Made in Philippine Islands)—(Bell).
OUTSIDER, THE—D—Richard Attenborough, Sheila Sim, Bernard Miles—Good English drama has limited appeal—95m.—see Nov. 22 issue—(English-made)—(Ballantine).
PANCHO VILLA RETURNS—HISD—Leo Carrillo, Esther Fernandez, Jeanette Comber—Standard outdoor drama has some exploitation angles—95m.—see Nov. 8 issue—(Mexican-made)—(English dialogue)—(Hispano Continental).
PARIS 1900—DOC—Compilation depicting Parisian life from 1900-14, narrated by Monty Woolley—78m.—see Nov. 22 issue—(French-made)—(English adaptation)—(Mayer-Kingsley).
PARIS WALTZ, THE—ROMMU—Yvonne Printemps, Pierre Fresnay, Jacques Charon—Entertaining import—92m.—see Sept. 13 issue—Leg.: C—(French-made)—(English titles)—(Lux).
PINK STRING AND SEALING WAX—MD—Merwyn Johns, Gordon Jackson, Google Withers—Okeh English meller for the art houses—75m.—see Oct. 11 issue—Leg.: B—(English-made)—(Pentagon).
RED ANGEL, THE—SMD—Tilda Thamar, Paul Meurisse, Bervil—Fair import has the angles—97m.—see Dec. 6 issue—(French-made)—(English titles)—(Spalter).
SECRETS OF NATURE—DOC—Compilation of four nature studies—Unusual subject has limited appeal—80m.—see Sept. 27 issue—(Partly Russian-made)—(Oxford).
SEVEN DAYS TO NOON—D—Borry Jones, Olive Sloane, Andre Morelle—High rating thriller—93m.—see Jan. 31 issue—(English-made)—(Mayer-Kingsley).
SINNERS, THE—D—Serge Reggiani, Monique Melinand, Jean Davy—Interesting French import suffers from excessive length—107m.—see Dec. 6 issue—Leg.: C—(French-made)—(English titles)—(Lopert).
SONG OF MY HEART—OPC—Giuseppe Lugo, Ruby D'Alma, Laura Nucci—Pleasing entry for the art and specialty spots—86m.—see Jan. 17 issue—(Italian-made)—(English titles)—(Crown).
SOUVENIR—ROMD—Michele Morgan, Jean Marais, Jean Cheviere—Name draw may help—100m.—see Oct. 25 issue—(French-made)—(English titles)—(Pathe).
SYLVIE AND THE PHANTOM—CFAN—Odette Joyeux, Francois Perier, Louis Salou—Light fantasy for the art and class spots—85m.—see Oct. 25 issue—(French-made)—(English titles)—(Discina).
THIRD TIME LUCKY—MD—Glynis Johns, Dermot Walsh, Charles Goldner—Fair import—91m.—see Oct. 11 issue—Leg.: B—(English-made)—(Pentagon).
TREASURED EARTH—D—Adam Szirtes, Agi Meszaros, Arpad Lehotay—Import has limited appeal—100m.—see Jan. 3 issue—(Made in Hungary)—(English titles)—(Artkino).
TWO ORPHANS, THE—D—Valli, Maria Denis, Osvaldo Valenti—Tearful import will have to rely on femme trade—92m.—see Dec. 6 issue—(Italian-made)—(English titles)—(Globe).
UNDER SUNNY SKIES—MUC—A. Karlyev, V. Neshiplenko, G. Klicheva—Okeh musical for the Russian houses—86m.—see Jan. 17 issue—(Russian-made)—(English titles)—(Artkino).
WAYS OF LOVE—D—Sylvia Bataille, Jean Renoir, Anna Magnani, Marcel Pagnol—High rating import—121m.—see Jan. 3 issue—Leg.: C—(French and Italian-made)—(English titles)—(Burstyn).
YOU CAN'T FOOL AN IRISHMAN—C—Amusing programmer for the art houses—69m.—see Sept. 13 issue—(Irish-made)—(Bell).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad). (Complete listings of the rest of the 1949-50 shorts product will be found on pages 2987, 2988, 2989 of The Pink Section, another regular service of EXHIBITOR. The number opposite each series designates the total announced by the company at the beginning of the season—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel COMEDIES					
ASSORTED AND ALL-STAR (6)					
3411	(Sept. 7)	A Blunderful Time (Clyde)	F	16 1/2m.	2943
3412	(Oct. 5)	Foy Meets Girl (Foy)	F	16 1/2m.	2964
3413	(Jan. 11)	He Flew The Shrew (Vernon-Quillan)			
3414	(Feb. 8)	Wedding Yells (Foy)			
3421	(Oct. 12)	Two Roaming Champs (Baer-Rosenbloom)	F	16 1/2m.	2964
3422	(Nov. 9)	A Slip And A Miss (Herbert)	F	16m.	2984
3423	(Dec. 21)	Innocently Guilty (Wheeler)	F	16m.	3021
3424	(Feb. 22)	Wine, Woman And Bong (Baer-Rosenbloom)			
COMEDY FAVORITE RE-RELEASES (6)					
3431	(Sept. 14)	Shot In The Escape	F	19m.	2934
3432	(Nov. 16)	Free Rent	F	18 1/2m.	2958
3433	(Dec. 14)	Taming of the Snood	F	16m.	2985
3434	(Feb. 15)	The Champ's A Chump (Prima)			
SERIALS (4)					
3120	(Nov. 2)	Pirates Of The High Seas	F	15sep.	2964
3121	(Feb. 15)	Overland With Kit Carson (Reissue)	G	15sep.	3012
THREE STOOGES (8)					
3401	(Sept. 7)	Three Hams On Rye	G	15 1/2m.	2943
3402	(Oct. 5)	Studio Stoops	F	16m.	2964
3403	(Nov. 9)	Slap Happy Sleuths	F	16m.	2984
3404	(Dec. 7)	A Snitch In Time	F	16 1/2m.	3005
3405	(Jan. 4)	Three Arabian Nuts	F	16m.	3021
3406	(Feb. 1)	Baby Sitters' Jitters			
One Reel CANDID MICROPHONE (6)					
3551	(Oct. 12)	Candid Microphone—No. 1	G	11m.	2965
3552	(Dec. 14)	Candid Microphone—No. 2	G	10m.	3005
3553	(Feb. 15)	Candid Microphone—No. 3			
CAVALCADE OF BROADWAY ()					
3651	(Oct. 26)	The Versailles	G	10m.	2986
3652	(Dec. 28)	The China Doll	G	11m.	3021
COLOR FAVORITES () (Re-releases) (Technicolor)					
3601	(Sept. 7)	Happy Tots' Expedition	G	7m.	2943
3602	(Oct. 5)	Land Of Fun	G	7m.	2959
3603	(Nov. 9)	Peaceful Neighbors	E	8 1/2m.	2959
3604	(Dec. 7)	The Foolish Bunny	G	8m.	2985
3605	(Jan. 11)	Midnight Frolics	F	7 1/2m.	3005
3606	(Feb. 8)	The Carpenters	F	8m.	
FILM NOVELTIES (8)					
3901	(Sept. 28)	Stars Of Tomorrow "Tots and Teens"	G	10m.	2960
JOLLY FROLICS () (Technicolor)					
3501	(Nov. 30)	The Popcorn Story	E	6 1/2m.	2998
3502	(Jan. 25)	Gerald McBoing-Boing	E	9m.	2998
MR. MAGOO (3) (Technicolor)					
3701	(Sept. 14)	Trouble Indemnity	G	6 1/2m.	2943
3702	(Dec. 28)	Bungled Bungalow	E	6 1/2m.	3021
MUSIC TO REMEMBER (6)					
3751	()	Prince Igor	G	9 1/2m.	2952
3752	()	Nutcracker Suite	G	9 1/2m.	2960
3753	()	Piano Concerto In B-Flat Minor	G	10m.	2965
3754	()	Peer Gynt Suite	G	11m.	2985
3755	()	1812 Overture	F	10m.	2998
3756	()	Swan Lake Ballet	G	10m.	3021
SCREEN SNAPSHOTS (12) (Series 30)					
3851	(Sept. 28)	30th Anniversary Special	E	11m.	2960
3852	(Oct. 19)	Fun At Shadow Mountain	G	9 1/2m.	2938
3853	(Nov. 16)	Hollywood Goes To Bat	G	10m.	2985
3854	(Dec. 14)	Heart Throbs of Yesterday	G	10m.	3004
3855	(Jan. 25)	Reno's Silver Spurs Awards	F	10m.	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
VARIETY FAVORITES (Re-releases)					
3951	(Sept. 21)	Korn Kobbler	G	11m.	2932
3952	(Nov. 23)	Drug Store Follies	F	10 1/2m.	2958
3953	(Dec. 21)	Milt Britton and Band	B	11m.	3005
3954	(Feb. 22)	Brokers' Follies			
()	()	A Night At The Troc	B	9m.	2986
WORLD OF SPORTS (12)					
3801	(Sept. 28)	Snow Fiesta	G	9m.	2960
3802	(Oct. 26)	King Of The Pins	G	9m.	2986
3803	(Nov. 30)	Mat Masters	F	10m.	2998
3804	(Dec. 28)	Champion Jumpers	G	10m.	3021
3805	(Jan. 25)	Army's All American			
MGM					
Four Reel SPECIAL					
()	()	The MGM Story	G	47m.	2974
One Reel CARTOON (10) (Technicolor) (T-J—Tom and Jerry)					
W-231	(Sept. 16)	The Hollywood Bowl (T-J)	E	7m.	2932
W-232	(Sept. 30)	Garden Gopher	G	6m.	2953
W-233	(Oct. 21)	Framed Cat (T-J)	F	7m.	2952
W-234	(Nov. 4)	The Chump Champ	F	7m.	2952
W-235	(Nov. 1)	Cue Ball Cat (T-J)	G	7m.	2959
W-236	(Dec. 9)	The Peachy Cobbler	G	7m.	2975
W-237	(Jan. 6)	Casanova Cat (T-J)	F	7m.	3004
W-238	(Jan. 27)	Fresh Laid Plans	F	8m.	2998
W-239	()	Cock-A-Doodle Dog	G	7m.	3022
W-240	(Mar. 3)	Jerry And The Goldfish (T-J)			
W-241	(Mar. 31)	Daredevil Droopy	G	7m.	
W-242	()	Jerry's Cousin (T-J)	G	7m.	
GOLD MEDAL REPRINT CARTOONS (6) (Technicolor)					
W-261	(Oct. 7)	Zoot Cat	E	7m.	2959
W-262	(Dec. 12)	The Early Bird Dood It	G	9m.	2975
W-263	(Feb. 24)	The Million Dollar Cat	F	7m.	2999
W-264	()	The Shooting Of Dan McGoo	G	7m.	
()	()	Dumb-Hounded	E	8m.	3005
PEOPLE ON PARADE (8) (Technicolor)					
P-211	(Jan. 6)	Egypt Speaks	F	8m.	3013
P-212	(Feb. 3)	Voices Of Venice			
PETE SMITH SPECIALTIES (10)					
S-251	(Sept. 2)	Wrong Way Butch	E	10m.	2943
S-252	(Sept. 9)	Football Thrills No. 13	G	9m.	2932
S-253	(Oct. 21)	Table Toppers	G	8m.	2952
S-254	(Nov. 11)	Curious Contests	G	8m.	2985
S-255	(Dec. 9)	Wanted: One Egg	G	9m.	2986
S-256	(Feb. 17)	Sky Skiers	G	8m.	3022
S-257	()	Fixin' Fool			
S-258	()	I Love Children, But			
Paramount					
Two Reel MUSICAL PARADE FEATURETTES (6) (Technicolor) (Reissues)					
FF10-1	(Oct. 6)	Mardi Gras	E	19m.	2931
FF10-2	(Oct. 6)	Caribbean Romance	E	19m.	2931
FF10-3	(Oct. 6)	Showboat Serenade	E	20m.	2931
FF10-4	(Oct. 6)	You Hit The Spot	G	18m.	2931
FF10-5	(Oct. 6)	Bombalera	E	19m.	2931
FF10-6	(Oct. 6)	Halfway To Heaven	G	19m.	2931
SPECIAL (1)					
T10-1	(Sept. 1)	The New Pioneers	E	20m.	2932
One Reel CASPER CARTOONS (6) (Technicolor)					
B10-1	(Oct. 27)	Casper's Spree Under The Sea	E	10m.	2975
B10-2	(Dec. 13)	Once Upon A Rhyme	G	8m.	3004
B10-3	(Mar. 9)	Boo Hoo Baby			
GRANTLAND RICE SPORTLIGHTS (12)					
R10-1	(Oct. 6)	Desert Hi-Jinks	G	9m.	2986
R10-2	(Nov. 10)	Outboard Shenanigans	G	9m.	2986
R10-3	(Oct. 6)	Glacier Fishing	G	9m.	2986
R10-4	(Nov. 24)	Targets On Parade	G	10m.	3004
R10-5	(Dec. 8)	Dobbin Steps Out	F	10m.	3004
R10-6	(Dec. 29)	Top Flight Tumblers	G	9m.	3013
R10-7	(Feb. 16)	Isle Of Sport			
R10-8	(Mar. 16)	Little Big Leaguers			
NOVELTOONS (10) (Technicolor)					
P10-1	(Nov. 10)	Voice Of The Turkey	F	6m.	2975
P10-2	(Nov. 24)	Mice Meeting You	G	7m.	3004
P10-3	(Dec. 22)	Sock-A-Bye Kitty	G	7m.	3013
P10-4	(Jan. 12)	One Quack Mind	F	7m.	3013
P10-5	(Mar. 9)	Mice Paradise			
P10-6	(Apr. 6)	Hold The Lion Please			
PACEMAKERS (6)					
K10-1	(Oct. 20)	Just Fur Fun	E	10m.	2953
K10-2	(Oct. 27)	The City of Beautiful Girls	G	10m.	2975

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
K10-3	(Dec. 8)	Country Cop	G	10m.	3005
K10-4	(Feb. 2)	Music Circus			
K10-5	(Mar. 23)	Untitled			
POPEYE CARTOONS (8) (Technicolor)					
E10-1	(Oct. 13)	Quick On The Vigor	G	7m.	2953
E10-2	(Nov. 10)	Riot In Rhythm	F	7m.	2975
E10-3	(Dec. 1)	Farmer And The Belle	G	7m.	3004
E10-4	(Jan. 19)	Vacation With Play	G	7m.	3005
E10-5	(Apr. 6)	Thrill Of Fair			
POPEYE CHAMPIONS (4) (Reissues)					
Z10-1	(Oct. 6)	Her Honor The Mare	E	7m.	2953
Z10-2	(Nov. 3)	We're On Our Way To Rio	G	8m.	2959
Z10-3	(Nov. 17)	Pop-Pie A La Mode	G	8m.	2959
Z10-4	(Nov. 17)	Shape Ahoy	G	7 1/2m.	2959
SCREEN SONGS (6) (Technicolor)					
X10-1	(Nov. 17)	Fiesta Time	G	7m.	2985
X10-2	(Nov. 17)	Fresh Yeggs	F	8m.	2985
X10-3	(Feb. 9)	Tweet Music			
X10-4	(Mar. 23)	Drippy Mississippi			
THE MOVIES AND YOU (All Industry Shorts)					
T10-2	(Jan. 15)	The Cinematographer	E	9 1/2m.	3005
RKO					
Two Reel CLARK AND McCULLOUGH REISSUES (4)					
13601	(Sept. 8)	Fits In A Fiddle	F	15m.	3003
13602	(Oct. 20)	Hey, Nanny, Nanny	F	15m.	3012
13603	(Nov. 17)	Alibi Bye, Bye	G	21m.	2974
13604	(Dec. 29)	Jitters The Butler	F	20m.	3003
COMEDY SPECIALS (6)					
13401	(Sept. 22)	Waiting For Baby	G	17m.	2882
13402	(Nov. 24)	Nightclub Daze	F	16m.	2907
13403	(Jan. 14)	The Newlywed's Boarder		17m.	
EDGAR KENNEDY REISSUES (4)					
13501	(Sept. 1)	Act Your Age	G	18m.	2958
13502	(Sept. 29)	'Tain't Legal	B	16m.	2958
13503	(Oct. 27)	Kennedy The Great	F	19m.	2974
13504	(Dec. 22)	Mutiny In The County	F	17m.	2974
LEON ERROL COMEDIES (6)					
13701	(Sept. 15)	Texas Tough Guy	F	18m.	2964
13702	(Dec. 1)	Spooky Wokey	F	15m.	2998
13703	(Jan. 26)	Chinatown Champ			
13704	(Mar. 30)	Punchy Pancho	G	16m.	
MY PAL (2)					
13201	(Oct. 6)	Pal, Fugitive Dog	F	21m.	2986
13202	()	Pal's Gallant Journey			
SPECIALS (3)					
13001	(Sept. 29)	You Can Beat The A-Bomb	E	19 1/2m.	2958
13901	(Dec. 8)	Football Headliners of 1950	F	17m.	3012
13801	(Apr. 13)	Basketball Headliners of 1951			
THIS IS AMERICA (13)					
13101	(Sept. 15)	Pinkerton Man	F	16m.	2943
13102	(Oct. 15)	Seven Cities Of Washington	G	15m.	2986
13103	(Nov. 10)	Whereabouts Unknown	E	15m.	2998
13104	(Dec. 9)	Letter To A Rebel (Reissue)	G	16m.	2974
13105	(Dec. 5)	Airlines To Anywhere	G	16m.	
TRUE-LIFE ADVENTURES (1) (Technicolor)					
()	()	Nature's Half Acre			
One Reel SCREENLINERS (13)					
14201	(Sept. 8)	It's Only Muscle	G	9m.	2938
14202	(Oct. 6)	Falrest Of The Finest	G	8m.	2965
14203	(Nov. 3)	The Big Appetite	G	9m.	2986
14204	(Dec. 1)	Package Of Rhythm	G	10m.	3013
14205	(Dec. 29)	Research Ranch	F	8m.	3013
SPORTSCOPES (13)					

SPORTS REVIEWS (12)			
(T—Technicolor)			
3001	(Jan.)	) Skilling Is Believing	G 9m. 2779
3002	(Feb.)	) From Jib To Topsail	F 8½m. 2770
3003	(May)	) Diving Maniacs	G 9m. 2884
3004	(May)	) Shooting The Salmon Rapids	G 10m. 2839
3005	(July)	) Winning Form	F 10m. 2915
3006	(June)	) Action With Rod And Reel G	10m. 2850

THE MOVIES AND YOU			
(All-Industry Shorts)			
9701	(Nov. 1 '49)	The Art Director	E 8m. 2735
9702	(Nov.)	The Screen Writer	E 9 1/2m. 2965

(Aug. 19)	Melodic Spirituals	G	9m. 2793
(July 22)	Treasured Ballads Of America	G	10m. 2793
(Sept. 9)	Visions And Voices	G	9m. 2793
(Oct. 7)	Melodic Sketches	G	9m. 2785
(Nov. 4)	Symphonic Shades	G	8m. 2785
(Dec. 2)	Melodies Reborn	F	10m. 2785
(Dec. 31)	Cherished Melodies	G	9½m. 2814
(Jan. 27)	Southern A Capella	G	8m. 2814
(Mar. 17)	Memorable Gems	F	8½m. 2820
(Mar. 25)	The Tradition	G	8½m. 2814
(Apr. 14)	Tunes That Live	F	9m. 2820
(May 12)	Glory Filled Sprituals	F	10m. 2820
(June 9)	Highlights Of Long Ago	F	9m. 2889
(July 14)	Long Remembrances	F	8m. 2889
(Aug. 11)	Folklore	F	8m. 2889
(Sept. 15)	The Moods	F	8½m. 3021

5351	(Nov. 17)	Coyote Canyon	F	26m. 2784
5352	(Dec. 22)	South Of Santa Fe	G	29m. 2784
5353	(Feb. 9)	The Fargo Phantom	G	24m. 2813
5354	(Mar. 30)	Gold Strike	G	25m. 2839
5355	(May 18)	Rustler's Ransom	G	27m. 2884
5356	(July 6)	Cactus Caravan	G	26m. 2914
5357	(Aug. 31)	Western Courage	G	29m. 2943
5358	(Oct. 5)	Ready To Ride	G	25m. 2974

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Two Reel					
6301	(Nov. 8)	NAME BAND MUSICALS (13) The Harmonicats and Miguelito Valdez Orchestra	F	15m.	2998
6302	(Dec. 20)	Jerry Gray and his Band of Today	G	15m.	2999
6303	(Jan. 3)	Sugar Chile Robinson, Count Basie and His Sextet			
6304	(Jon. 31)	Fronkie Carle and His Orchestra	G	15m.	
6305	(Feb. 28)	Ray Anthony And His Orchestra			

6201 (Sept. 1) Fun At The Zoo G 18m. 2932

6381	(Nov. 30)	Brother John	F	9m. 2999
6382	(Jan. 22)	Peggy, Peg, and Polly....	F	8m. 2999
6383	(Mar. 19)	Lower The Boom	G	10m.

6341	(Jan. 22)	Battle Of The Bulge	F	9m. 3021
6342	(Feb. 19)	Brooklyn Goes To Beantown	F	9m.

6321	(Nov. 6)	Life Begins For Andy Panda	G	7m. 2985
6322	(Dec. 4)	Three Lazy Mice	G	7m. 2999
6323	(Dec. 25)	Chew Chew Baby	F	7m. 3012
6324	(Jan. 15)	Dippy Diplomat	B	7m. 3021
6325	(Feb. 12)	Adventures Of Tom Thumb		
6326	(Mar. 19)	Woody Dines Out		
6327	(Apr. 23)	Andy Panda Goes Fishing..		
6328	(May 14)	Springtime Serenade		
6329	(June 18)	Jungle Jive		
6330	(July 10)	Who's Cookin' Who		
6331	(Aug. 20)	Pied Pieper Of Basin Street		
6332	(Sept. 17)	100 Pygmies And Andy Panda		
6333	(Oct. 15)	The Fox And The Rabbit...		

6351	(Jan. 22)	Puny Express	7m.
6352	(Mar. 26)	Sleep Happy	7m.
6353	(.....)	Wicket Wacky	7m.

7001	(July 29)	Wish You Were Here	G	20m.	2900
7002	(Nov. 4)	Royal Rodeo	G	14½m.	2964
7003	(Dec. 23)	The Wanderer's Return	E	16m.	3005
7004	(Feb. 17)	My Country 'Tis Of Thee G		15m.	
7005	(Mar. 17)	The Neighbor Next Door			

7101	(Sept. 9)	Wagon Wheels West	F	20m.	2943
7102	(Nov. 18)	Barber Shop Ballads	E	19m.	2974
7103	(Jan. 27)	Ace Of Clubs	G	16m.	

7301	(Sept. 16)	Fagin's Freshmen	G	7m. 2932
7302	(Oct. 14)	Slightly Daffy	G	6m. 2959
7303	(Nov. 11)	The Aristo Cat	G	7m. 2956
7304	(Dec. 9)	The Unbearable Bear	G	7m. 2975
7305	(Jan. 6)	Duck Soup To Nuts	F	7m. 2985
7306	(Feb. 3)	Flowers For Madame	F	7m. 3012
7307	(Mar. 3)	Life With Feathers	G	7m.
7308	(Mar. 24)	Peck Up Your Troubles ..	G	7m.

7719	(Dec. 16)	Rabbit Of Seville	F	7m. 2985
7720	(Jan. 6)	Hare We Go	G	7m. 3005
7721	(Feb. 10)	Rabbit Every Monday	F	7m. 3021
7722	(Mar. 10)	Bunny Hugged		

7801	(Oct. 7)	When Grandpa Was A Boy F	9m. 2955
7802	(Dec. 16)	The Old Family Album ...F	9m. 3013
7803	(Feb. 10)	The Naughty 20's	

OLD MIDWINTER COMEDIES (7)			
7401	(Sept. 23)	So You Want A Raise	G 10m. 295
7402	(Dec. 2)	So You're Going To Have An Operation	F 10m. 297
7403	(Jan. 13)	So You Want To Be A Handyman	F 10m. 299
7404	(.....)	So You Want To Buy A Used Car	
7405	(.....)	So You Want To Be A Paperhanger	
7406	(.....)	So You Want To Be A Cowboy	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
MERRIE MELODIES (18)					
(Technicolor)					
7701	(Oct. 21)	Stooge For A Mouse	G	7m. 2959	
7702	(Oct. 28)	Pop 'Im Pop!	F	7m. 2960	
7703	(Nov. 25)	Caveman Inkl	G	7m. 2965	
7704	(Dec. 2)	Dog Collared	F	7m. 2985	
7705	(Dec. 30)	Two's A Crowd	G	7m. 3013	
7706	(Jan. 20)	A Fox In A Fix	F	9m. 3013	
7707	(Feb. 3)	Canned Feud	G	7m.	
7708	(Feb. 24)	Putty Tat Trouble	G	7m. 3021	
7709	(Mar. 3)	Corn Plastered			
7710	(Mar. 24)	Scent-imental Romeo			
VITAPHONE NOVELTIES (8)					
7601	(Oct. 14)	Slap Happy	F	10m. 2953	
7602	(Nov. 25)	Those Who Dance	F	8½m. 2965	
7603	(Dec. 30)	Blaze Busters	G	10m. 3013	
7604	(Jan. 20)	Animal Antics	F	9m.	
7605	(Mar. 10)	Horse-Hide Heroes			
SPORTS PARADE (10)					
(Technicolor)					
7501	(Sept. 22)	Wild Water Champions....	G	15m. 2975	
7502	(Sept. 2)	Grandad Of Races	G	10m. 2943	
7503	(Oct. 21)	Paddle Your Own Canoe..	G	10m. 2953	
7504	(Jan. 13)	Ski In The Sky	F	9m. 3005	
7505	(Feb. 24)	Will To Win			
Miscellaneous					
An Island—Japan (United World)					
			G	21m. 2938	
Animal Theatre, The (Artkino)					
			G	37m. 3012	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
As Old As The Hills (Brit. Inf. Serv.) (Technicolor)....					
			G	10m. 3021	
Composers In Clay (Canton-Weiner)					
			E	17m. 2985	
Coral Wonderland (Australian News and Info. Bureau)					
			F	25m. 3005	
Dangerous Waters (Technicolor) (Jam Handy)					
			F	9m. 3005	
Earthquake In Equador (UN)					
			G	15m. 2974	
Feathered Fishes (Australian News and Info. Bureau)					
			G	15m. 3005	
First Forty Days, The (U. S. Army)					
			G	25m. 3013	
Flying Saucer Mystery, The (Telenews)					
			F	10m. 2985	
Gardens Of Old England (Brit. Inf. Serv.)					
			G	10m. 3022	
Grandma Moses (AF Films)E					
				22m. 2974	
Hollywood Ten, The (Contemporary) (No Rating)					
				15m. 2938	
Hunting With Bow And Arrow (Cornell)					
			E	17m. 3021	
Irish Melody (Bell)					
			G	36m. 3005	
Loves Of Franistan, The (Canton-Weiner)					
			G	7m.	
More About Me (Canton-Weiner)					
			G	7m. 2986	
Of Human Rights (UN)					
			G	21½m. 2974	
On Stage Everybody (NSS)					
			E	9½m. 2938	
Partner Perkins (Technicolor) (NSS)					
			G	10½m. 2959	
Pattern For Survival (Kodachrome) (Cornell) (16mm. and 35mm.)					
			E	20m. 2986	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Rodin (Canton-Weiner)					
			E	21m. 3021	
Russian Ballet and Folk Music (Artkino)					
			G	11m. 2960	
Serenade (Ambassador) ..					
			G	10m. 3005	
Singers Of Israel (Central Cinema)					
			G	10m.	
Struggle For Oil, The (Brit. Inf. Serv.)					
			G	22m. 2999	
Tales From The Vienna Woods (Hyperion)					
			E	10m. 3005	
Tarantelle (Technicolor) (Nemeth)					
			F	5m. 2938	
Touch Of The Shamrock, A (Bell)					
			F	28m. 3005	
Trooping The Colors (BIS) F					
				11m. 2986	
Unfinished Symphony (Hyperion)					
			G	10m. 3005	
You Can Change The World (The Christophers)					
			G	20m. 3021	
Vienna Blood (Hyperion) G					
				10m. 3005	
Village Tale, The (Canton-Weiner)					
			E	35m. 3013	
What's The Name Of That Song (Dorety)					
			F	18½m. 2986	
The Movies And You					
(All-Industry Shorts)					
(Nov.	)	The Screen Writer (20th-Fox)	E	9½m. 2965	
(Mar. '51)	)	The Film Director (Warners)			
(Sept. 13	)	The Costume Designer (RKO)	E	9m. 2769	
(Jan. 15	)	The Cinematographer (Paramount)	E	9½m. 3005	

Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible an information made available by the home office.

COLUMBIA	EAGLE LION CLASSICS	LIPPERT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY
The Flying Missile G. Ford, V. Lindfors Stage To Tucson R. Cameron, K. Morris, K. Buckley (Technicolor) Gasoline Alley S. Beckett, J. Lydon, P. Brady Gene Autry And The Mounties G. Autry, E. Verdugo Prairie Roundup, W C. Starrett, S. Burnette, M. Castle	The Wicked City M. Montez, J. P. Aumont, L. Palmer (Made in France) Mr. Universe J. Carson, B. Lahr, J. Paige Korea Patrol R. Emory, T. Duna Oliver Twist R. Newton, A. Guinness, K. Walsh (English-made) The Sun Sets At Dawn S. Parr, P. Shawn, W. Reed	3 Desperate Men P. Foster, J. Davis, V. Grey Kim E. Flynn, P. Lukas, D. Stockwell (Technicolor) (Partly made in India) Watch The Birdie R. Skelton, A. Dahl, A. Miller	Grounds For Marriage V. Johnson, K. Grayson Kim E. Flynn, P. Lukas, D. Stockwell (Technicolor) (Partly made in India) Watch The Birdie R. Skelton, A. Dahl, A. Miller	Sierra Passage W. Morris, L. Albright, R. Winters Blue Blood B. Williams, J. Nigh, A. Long (Cinescolor) Colorado Ambush, W J. M. Brown, L. Hall Bowery Battalion L. Gorcey, H. Hall, V. Hewitt	Branded A. Ladd, C. Bickford, M. Freeman (Technicolor) At War With The Army D. Martin, J. Lewis, P. Bergen	The Company She Keeps J. Greer, L. Scott, D. O'Keefe Gambling House V. Mature, T. Moore, W. Bendix	Rough Riders Of Durango, W A. Lane, W. Baldwin, A. Towne Belle Le Grand V. Ralston, J. Carroll Pride Of Maryland S. Clements, P. Stewart, F. Darro	The Mudlark I. Dunne, A. Guiness, A. Ray (Made in England) Halls Of Montezuma R. Widmark, R. Gardiner, W. Palance (Technicolor) The Man Who Cheated Himself L. J. Cabb, Dall J. Wyatt, J. Dall	The Sound Of Fury F. Lovejoy, R. Carlson K. Ryan, (Stillman)	Harvey J. Stewart, P. Dow, J. Hull Frenchie J. McCrea, S. Winters, P. Kelly (Technicolor) Under The Gun R. Conte, A. Totter	Highway 301 S. Cochran, G. Andre, V. Grey Operation Pacific J. Wayne, P. Neal, S. Forbes, P. Carey
FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY
Born Yesterday J. Holliday, W. Holden, B. Crawford Operation X E. G. Robinson, P. Cummins (English-made) The Harlem Globetrotters T. Gomez, Harlem Globetrotters Counterspy Meets Scotland Yard H. St. John, A. Blake Ridin' The Outlaw Trail, W C. Starrett, S. Burnette Revenue Agent D. Kennedy, J. Wiles	Volcano A. Magnani, G. Brooks, R. Brazzi (Italian-made) They Were Not Divided E. Underdown, R. Clanton (English-made) My Brother, The Outlaw M. Rooney, R. Preston, W. Hendrix Adventures Of Skipalong Rosenbloom M. Baer, J. Coogan	The Steel Helmet G. Evans, S. Brodie, J. Edwards	The Magnificent Yankee L. Calhern, A. Harding, E. Franz Vengeance Valley B. Lancaster, R. Walker, J. Dru, J. Ireland (Technicolor) Cause For Alarm L. Young, B. Sullivan	Rhythm Inn J. Frazee, L. Collier, K. Grant Navy Bound T. Neal, W. Waldron, R. Toomey The Vicious Years T. Cook, G. Moore, S. Merritt Abilene Trail, W W. Wilson, A. Clyde, N. Neill	September Affair J. Fontaine, J. Cotton, F. Rosay (Partly made in Italy) The Great Missouri Raid W. Corey, M. Carey, E. Drew (Technicolor)	Payment On Demand B. Davis, B. Sullivan Cry Danger D. Powell, R. Fleming His Kind Of Woman R. Mitchum, J. Russell	Missing Women P. Edwards, J. Alvin, J. Millican Spoilers Of The Plains R. Rogers, P. Edwards, G. Jones Night Riders Of Montana, W A. Lane, C. Johnson, C. Barrett	I'd Climb The Highest Mountain S. Hayward, W. Lundigan, R. Calhoun (Technicolor) Call Me Mister B. Grable, D. Dailey, D. Thomas (Technicolor) The 13th Letter C. Boyer, L. Darnell, H. Rennie (Made in Canada)	The Second Woman R. Young, B. Drake, J. Sutton (Popkin)	Target Unknown M. Stevens, D. Taylor, J. Holden Bedtime For Bonzo R. Regan, D. Lynn, W. Slezak Tomahawk V. Hefin Y. DeCarlo, P. Foster (Technicolor) Operation Disaster J. Mills, R. Attenborough, N. Patrick (English-made)	Storm Warning G. Rogers, R. Reagan, D. Day, S. Cochran The Enforcer H. Bogart, R. Roberts, Z. Mostel Sugarfoot R. Scott, A. Jergens, R. Massey (Technicolor)
MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH
Al Jennings Of Oklahoma D. Duryea, G. Storm, D. Foran (Technicolor) Lorna Doone B. Hale, R. Greene, W. Bishop (Technicolor) Texans Never Cry G. Autry, G. Davis, D. Harvey M D. Wayne, H. Da Silva, L. Adler Fort Savage Raiders, W C. Starrett, S. Burnette, P. Thompson	The Blue Lamp J. Warner, J. Hanley, G. Whitby (English-made) White Heather R. Milland, M. Goring, P. Roc (English-made) So Long At The Fair J. Simmons, D. Bogarde, D. Tomlinson (English-made) Cattle Queen M. Hart, D. Smith, D. Wood When I Grow Up R. Preston, M. Scott, B. Driscoll	Three Guys Named Mike J. Wyman, V. Johnson, H. Keel, B. Sullivan The Red Badge Of Courage A. Murphy, B. Mauldin, R. Dano Royal Wedding F. Astaire, J. Powell, P. Lawford (Technicolor)	According To Mrs. Hoyle S. Byington, T. Chandler, B. King Gypsy Fury V. Lindfors, C. Kent (Made in Sweden) Man From Sonora, W J. M. Brown, L. Hall, M. Healey The Lion Hunters J. Sheffield, A. Todd, M. Thrower	The Mating Season G. Tierney, J. Lund, T. Ritter The Redhead And The Cowboy G. Ford, R. Fleming, E. O'Brien Samson And Delilah H. Lamarr, V. Mature, G. Sanders (Technicolor)	The Mating Season G. Tierney, J. Lund, T. Ritter The Redhead And The Cowboy G. Ford, R. Fleming, E. O'Brien Samson And Delilah H. Lamarr, V. Mature, G. Sanders (Technicolor)	The Thing M. Sheridan, J. Arness, S. Creighton Tarzan's Peril L. Barker, V. Huston, G. MacReady Best Of The Bad Men R. Ryan, C. Trevor, J. Buetel (Technicolor) My Forbidden Past A. Gardner, R. Mitchum, M. Douglas	Oh! Susanna R. Cameron, A. Booth (Trucolor) Silver City Bonanza, W R. Allen, B. Ebson Cuban Fireball E. Rodriguez, R. Vincent The Bullfighter and The Lady R. Stack, J. Page, G. Roland (Made in Mexico) Insurance Investigator R. Denning, A. Long Heart Of The Rockies R. Rogers, P. Edwards	The Sword Of Mante Cristo G. Montgomery, P. Corday, B. Kroeger (Supercinacolor) Lucky Nick Cain G. Raft, C. Gray (Made in Europe) Bird Of Paradise L. Jourdan, D. Paget, J. Chandler (Technicolor) (Made in Hawaii) Of Men And Music J. Heifetz, A. Rubinstein, J. Peerce N. Y. Philharmonic Orchestra	The Groom Wore Spurs G. Rogers, J. Carson, J. Davis Abbott and Costello Meet The Invisible Man B. Abbott, L. Costello, N. Guild Air Cadet G. Russell, S. McNally, R. Long		

HOLIDAYS

Feb. 12—Lincoln's Birthday
Feb. 22—Washington's Birthday
Mar. 18—Palm Sunday
Mar. 23—Good Friday
Mar. 25—Easter

REALART

Jan. —Black Angel—D. Duryea, B. Crawford
Tangier—M. Montez, Sabu
The Sullivans—A. Baxter, T. Mitchell
Feb. —Salerno Beachhead (A Walk In The Sun)—R. Conte, D. Andrews

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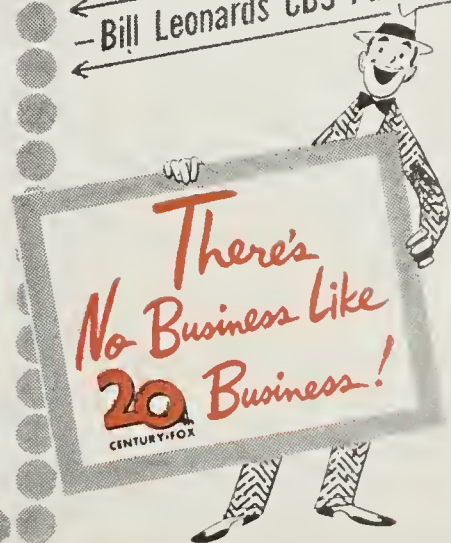


THE HOTTEST PICTURE OF 1951!

ALL ABOUT EVE

"BEST PICTURE!"

- A.P. Poll of 100 Top Hollywood Correspondents
- San Francisco Critics Circle
- Cleveland Critics Circle
- Saturday Review of Literature
- Bill Leonards CBS Public Poll



45 Number 15 FEBRUARY 14, 1951
Sections; Section One

ED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
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with
2 out of 3
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in
Photoplay
Magazine
Annual
Awards!



Citation

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One of 5 Top Roles of
Year for Actors



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Citation

**"ANNIE GET
YOUR GUN"**



Citation

**"ADAM'S
RIB"**



Citation

**"FATHER OF
THE BRIDE"**



AWARD FORECAST FOR '51!

"GO FOR BROKE"—"Battleground's" producer produced it. "Battleground's" writer wrote and directed it. First Preview is sensation!

"FATHER'S LITTLE DIVIDEND"—The picture that tops "Father of the Bride"! And the Previews in California and New York proved



A MIDWESTERN legislator has introduced a bill which would bar any state tax-supported school from selling TV rights for sporting events to theatres for showing while the games are in progress unless there are no restrictions on public telecasts of such events. As yet no one has introduced a bill empowering the legislature to arrange the schools' football schedules but somebody will probably think of it.

★

MEANEST THIEF of the week was the gent who stole a station wagon donated by a Variety Club to aid children afflicted by paralysis.

★

THE NEW OWNER of a theatre in a small town in Iowa doesn't expect any trouble from juvenile vandals. He happens to be the sheriff of the county.

★

A YOUNG MAN who shot off his water pistol in a midwestern theatre will know better next time. He hit a policeman.

★

DURING a sleet storm, an eastern exhibitor found only four paying customers, invited them across the street to a tavern for sandwiches, and closed the theatre.

★

AFTER being frightened 28 years ago by their first motion picture, "The Four Horsemen", two English folk finally decided to give films another try. Contrary to what some people have been saying about the quality of some pictures, they weren't scared off the second time.

★

SUPPORT "Brotherhood Week", Feb. 18-25.

—H. M. M.

I N D E X

VOL. 45, No. 15 FEBRUARY 14, 1951

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THE COVER PHOTO

Jose Ferrer, star of UA's "Cyrano de Bergerac," speaks at a department store in Philadelphia during his recent personal appearance and lecture tour of key situations on behalf of the picture.

EXHIBITOR

VOL. 45, No. 15



FEBRUARY 14, 1951

A Word On Reviewers

THERE WILL be a lot of exhibitors, especially in the larger cities, who will agree with the recent statement of Abram F. Myers, general counsel, Allied States Association of Motion Picture Exhibitors, about some motion picture reviewers.

SAYS Myers, in part:

"We've been grouching a long time about motion picture reviewers, not all of them, but most. They've been steadily edging up-stage, and now have gone so far they have lost contact with the great majority of moviegoers.

"If a picture doesn't meet their exacting standards, and few do, they kick it all over the lot, and are unwilling to concede that it might have some entertainment value for moviegoers, those quaint people who support our industry, and, incidentally, make the reviewers' jobs possible.

"In this they are falling down on the job, misleading their readers, and hurting the movie business. It is time they started telling their readers whether the pictures reviewed, despite their ivory tower point of view, will give the audience a good time.

"So convinced are we that the professional reviewers no longer breathe the same air as the theatregoers that we are thinking of starting a scrapbook, pasting on opposite pages some of the sour technical reviews and the trade paper reports of the pictures' box-office performances. If the results are as we expect they will be, we may send the volume to the reviewer with the lowest average, in place of the usual fur-lined bathtub. Of course, our efforts could only cover a few national periodicals, and would be only a surface indication of the point we are trying to make. We wish exhibitor organizations in the key cities would follow this plan with respect to the local papers.

"This, we believe, would go far toward convincing some of the professional critics who are now soaring in the stratosphere to come down to earth, and try to find out what their readers are like. Then maybe they'll start writing reviews for the moviegoers instead of the Faculty Club at Yalevard College."

ARE there any dissenters?

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JOSE FERRER DELIVERS HIS "CYRANO" LECTURE BEFORE A GATHERING AT ONE OF CHICAGO'S LARGEST DEPARTMENT STORES DURING THE TOUR.

One Man Job

Jose Ferrer Took To The Road To Pre-Sell Stanley Kramer's "Cyrano"



Ferrer begins the tour with a talk before an audience at a leading San Francisco department store.

ONE of the most energetic promotion tours in recent months was the nationwide lecture and personal appearance jaunt of Jose Ferrer on behalf of Stanley Kramer's roadshow, "Cyrano de Bergerac", currently in release by United Artists. The landslide of advance publicity rolled up for the film before its premiere at the Bijou, New York City, was the result of unstintingly hard work on the part of Ferrer, who made scores of radio and television appearances, lectured at department stores, and attended numerous social functions during the ballyhoo odyssey.

Beginning in San Francisco, the trip included appearances in Dallas, New Orleans, St. Louis, Chicago, Cleveland, Philadelphia, Washington, Montreal, Boston, and at the New York City premiere. In addition to promoting the picture, Ferrer garnered incalculable goodwill among hundreds of civic and social leaders at

scores of luncheons, dinners, receptions, and other social functions in the respective communities.

While radio and television plugs brought "Cyrano" promotion to vast audiences, department stores in each city aided immeasurably in bringing the public's attention to the picture by window displays, and by mentioning Ferrer's lecture appearances in their newspaper ads. Direct mail invitations to the "Cyrano" talks at the stores further swelled interest in the production.

An indication of just how rewarding was Ferrer's trip was evident the first day the advertisement for advance ticket sales to the Bijou opening appeared in New York newspapers. The notices brought to the theatre five bulging mail sacks filled with ticket orders, and the Bijou reported the advance sale was the biggest it ever had.

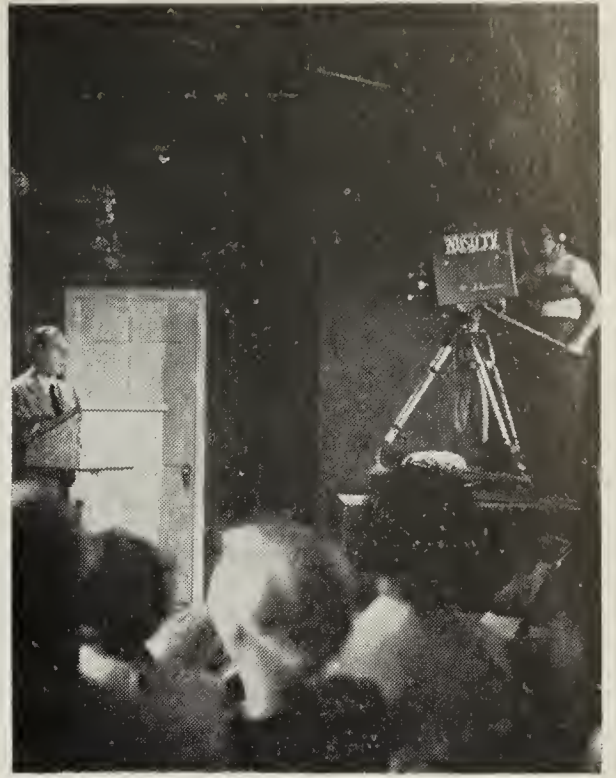
Pictured on these pages are some of the highlights of the Ferrer tour.



The actor is pictured with George Bowser, Fox West Coast Circuit executive, at a press conference held at the Fine Arts, San Francisco.



Sidney Donnaud, reception committee chairman for Ferrer's visit to New Orleans, welcomes the actor and his wife to a party in their honor.



Ferrer does the first one-man, one-hour television show ever televised as he speaks over WDSU-TV during his very successful visit in New Orleans.



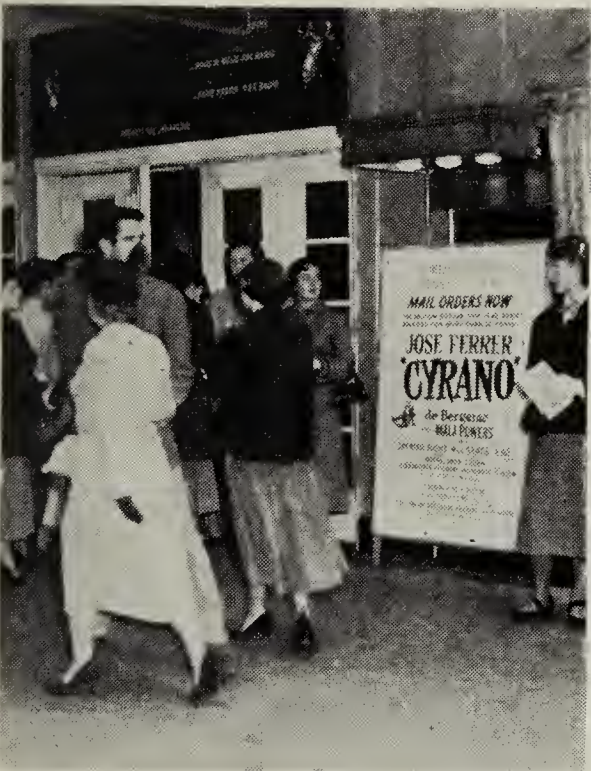
While in Chicago, Ferrer was the guest of Tommy Bartlett on the coast-to-coast "Welcome Traveler" variety show, a popular daytime radio program.



In Philadelphia, where he delivered one of his lectures on "Cyrano," Ferrer is pictured with prominent department store executive Ben Gimbel.



Fencing champion Helena Dow presents the star with a special award of merit in New York City for his swordsmanship in "Cyrano de Bergerac."



Crowds line up outside the Bijou to await Ferrer's "Cyrano" lecture, which proved an excellent bit of advance promotion for the premiere of the film.



Ferrer examines five mail bags filled with orders on the first day the advertisement for tickets to the premiere at the Bijou appeared in the papers.



Ferrer receives a dictionary award from Linguaphone Institute President Max Sherover at the "Cyrano" premiere festivities at the Bijou, New York City.

GET 'EM WHILE THEY'RE HOT

IDEA

America's
most fabulous
secret weapon
revealed on the
screen for the
first time!

The FLYING MISSILE

The Bomb that stalks its prey!

GLENN

starring

VIVECA

FORD · LINDFORS

with HENRY O'NEILL · CARL BENTON REID · JOE SAWYER

Screen Play by Richard English and James Gunn

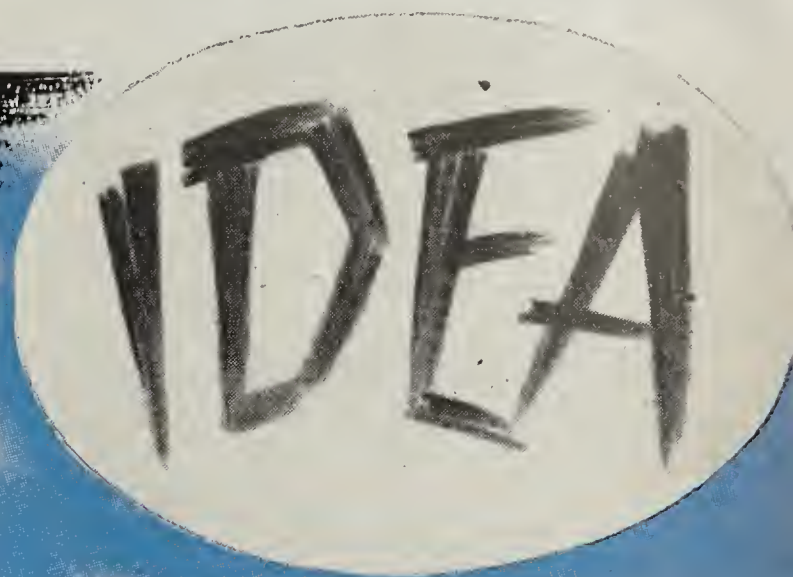
Produced by JERRY BRESLER · Directed by HENRY LEVIN

THEY'RE HOT AND READY NOW!

THE FRONT LINE

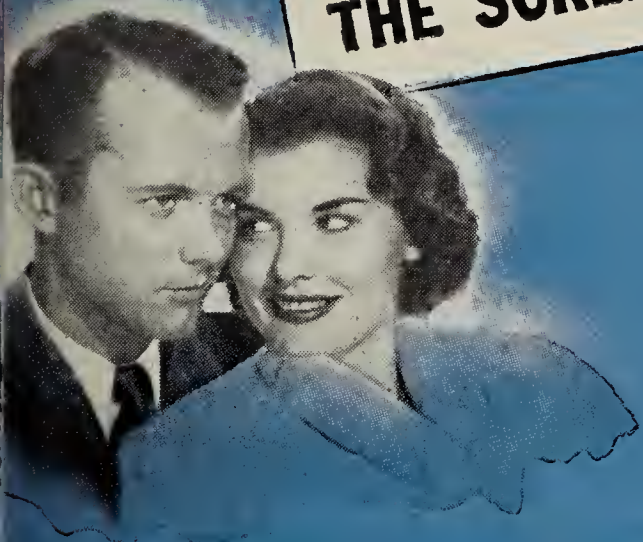
STORY OF THOSE

HEADLINE GUYS



A YANK IN KOREA

FIRST ON
THE SCREEN!



starring

LON

McCALLISTER

with William "Bill" Phillips · Brett King

Larry Stewart · Screen Play by William Sackheim

Produced by SAM KATZMAN · Directed by LEW LANDERS

from COLUMBIA!

Mel Konecuff's NEW YORK

THIS probably comes under the heading of monkey business but at the urging of a Universal-International press agent, we dropped in at the Hotel Delmonico to say "hello" to the industry's newest star although by no means a newcomer to films, Bonzo, the fantastic chimpanzee. Not only does he star in that company's forthcoming release, "Bedtime For Bonzo," along with Ronald Reagan and Diana Lynn, but he is also acting as advance man (?) for the film, with a month's tour mapped out visiting with exhibitors, the company's exchanges, newspaper offices, TV shows, etc.



The day we showed up in the suite occupied by Bonzo and his trainer, Henry Craig, it turned out that both had colds, and were being treated with penicillin, but Craig put Bonzo through some of his paces. The five-year-old animal could dial the telephone, comb his hair, brush his teeth, etc., and he was without temperament. He holds an exclusive contract with Universal Studios, and it is claimed that he is the highest-priced animal actor in the film colony today.

He told us that his favorite play is "Ape Lincoln In Illinois", and a couple of his preferred tunes are "Ape-ril Showers" and "Gorilla My Dreams." Like any actor, he caters to superstition, and his good luck charm is a statue of three humans with hands over eyes, mouth, and ears. Since he appeared in "My Friend Irma Goes West" not too long ago, he claims that his favorite comedian is Jerry Lewis, of the Martin-Lewis team, a member of the Bonzo fan club. Monkeyshines are the order of the day.

Bonzo's life is insured for \$10,000, and he is covered for public liability in the event he bites anyone, producers and directors included.

He appeared on a record number of TV shows while here including the Milton Berle clam bake, Steve Allen, "Broadway Open House", "Blind Date", "Penthouse Party", and many others. Berle only let him get on for about two minutes, which shows how funny he can be.

Oh yes, the name of the picture again, "Bedtime For Bonzo."

RED CROSS APPEAL: Spyros Skouras, president, 20th Century-Fox, and again chairman for the motion picture section, American Red Cross campaign for this year, last week hosted a luncheon attended by prominent executives in exhibition and distribution at the Metropolitan Club to request theatres, locally at least, to institute collections in the urgent drive for funds for the organization. He recounted personal experiences as well as known examples of ARC work, and urged theatre participation not only for the money involved but also because the industry can prove once again that it is a vital part of local community activity. He

Deal For UA Control On Way To Completion

HOLLYWOOD—Provisional managerial control of United Artists was given to industry executives and attorneys Robert Benjamin and Arthur Krim by UA owners Mary Pickford and Charles Chaplin under a contract placed in escrow last week pending completion of legal details.

Under the agreement, Krim and Benjamin will provide financing for current UA operations and for producers releasing through the company. Financing arrangements have been completed with Walter Heller and Company, Chicago, with the initial advance variously reported to be between \$3,000,000 and \$5,000,000.

It is assumed that Krim will replace Frank McNamee as UA president, and that Benjamin will take over Paul V. McNutt's post as board chairman, should McNutt decide to leave the company. Benjamin would become a member of the board if McNutt elects to remain, and it was rumored that he may become UA vice-president also. Benjamin and Krim will continue in the industry law firm of Phillips, Nizer, Benjamin, and Krim, and the former will remain as president, J. Arthur Rank Organization in America.

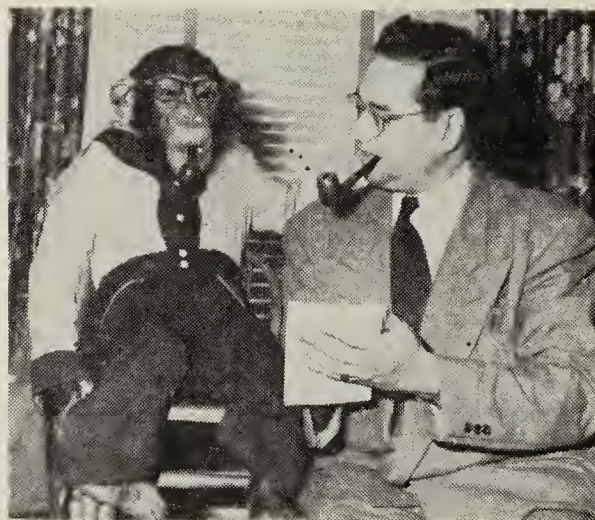
William Heineman, vice-president, Eagle Lion Classics was reported as denying rumors that he had held any discussions with Krim and Benjamin regarding "any association in their UA setup."

Matthew J. Fox, is also associated with Benjamin and Krim in the deal.

Meanwhile, it was learned that producer Harry Popkin, who has threatened suit against UA in connection with his "The Second Woman," has been told by UA officials that all but six dates on the film will be pulled out until Popkin learns the details of the new UA financing.

predicted that the public will respond in this period of emergency as never before.

Immediate positive action was predicted by Harry Brandt, president, ITOA, and by Edward Rugoff, president, MMPTA, two local exhibitor groups to aid in reaching this year's goal of \$6,500,000, as compared to last year's quota of \$3,800,000 for this area. Skouras promised to provide a trailer to be used in all participating theatres. Guest of honor was Admiral William Hal-



Bonzo, performing chimpanzee featured in U-I's "Bedtime For Bonzo," grants an exclusive interview to EXHIBITOR's Mel Konecuff during his recent visit to New York City to aid in promotion.

"At War" Still Strong On B'way

NEW YORK—Paramount's "At War With The Army," with a stage show at the Paramount, continued to be a bright spot along Broadway, with \$82,000 tallied for the third week. Business ranged from fair to good, with a boost in grosses expected for Lincoln's Birthday. According to usually reliable information reaching EXHIBITOR, the breakdown was as follows:

"OPERATION PACIFIC" (WB). Strand, with stage show, tallied \$23,000 for Friday, Saturday, and Sunday, with the second week heading toward \$43,000.

"THE SECOND WOMAN" (UA). Rivoli did \$16,000 for the second week.

"CALL ME MISTER" (20th-Fox). Roxy, with Danny Kaye heading the stage show, took in \$75,000 for Wednesday through Sunday, with \$100,000 anticipated for the second week.

"SEPTEMBER AFFAIR" (Para.). Radio City Music Hall, with stage show, grossed \$72,000 from Thursday through Sunday, and expected \$112,000 for the second and last week.

"FRENCHIE" (U-I). Criterion claimed \$16,000 for the opening week.

"SUGARFOOT" (WB). Globe set the opening week at \$14,500.

"BORN YESTERDAY" (Col.). Victoria expected the seventh week to hit \$25,000.

"HARVEY" (U-I). Astor expected the eighth week should reach \$13,000.

"THE ENFORCER" (WB). Capitol, with stage show, claimed \$38,000 for the third and last week.

"THE STEEL HELMET" (Lippert). Loew's State anticipated \$14,000 for the third and closing week.

sey, who also related some of the functions performed by ARC, and he was particularly pleased to see the theatres pitch in and help, feeling that they can reach the great majority of the public, who, with their small contributions, will assist considerably. Others who addressed the gathering were Eugene Stetson and General William Draper.

SHOT FROM A CANNON DEPT.: Guess we must have looked hungry last week because Gene Autry's eastern representative, Pat Murphy, sent over some Quaker Oats to illustrate the latest Autry promotion. She also tells us that as of mid-February, and through May, the Quaker Oats Company will feature Autry in color on every box of Puffed Wheat and Puffed Rice. Tying in with this will be a giveaway for box tops of five Autry comic books, and it is expected that some five million boxes of the stuff will be distributed the country over.

Counters and windows will be stuffed with promotional material featuring Autry, and ads will be used as well. It is expected that between two and three million comic books will be distributed, and it is estimated that this is one of the largest promotional campaigns launched around a single personality.

This never happens (samples, we mean) with autos, etc. Ah well, puffed oats and rice are nutritious anyway.

(Continued on page 14)

RADIO CITY MUSIC HALL ATTRACTION!

*'The one Sin no Woman
ever forgives'*

He strayed...
and he paid!
SHE saw to that!

JACK H. SKIRBALL and BRUCE MANNING
present

BETTE DAVIS
BARRY SULLIVAN

in

Payment on Demand

with

JANE COWL • BETTY LYNN • FRANCES DEE

Produced by JACK H. SKIRBALL • Directed by CURTIS BERNHARDT • Written by BRUCE MANNING and CURTIS BERNHARDT



NATIONAL ADVERTISING reaching readers of magazines totaling 30,974,826 CIRCULATION... Full pages in Life, Look, Saturday Evening Post, Collier's, Time, American Magazine, True Story, McCall's and comprehensive Fan list.

This Was The Week When . . .

Mike Felt, chairman, operations committee, Variety Clubs International annual convention in Philadelphia, May 9-12, announced that registrations for the 15th meeting were now being accepted, with the price \$40 for barkers and \$20 for their ladies. . . . Dick Powell scheduled a personal appearance tour in nine cities for "Cry Danger." . . . 20th-Fox announced that special small town ads had been created for "I'd Climb The Highest Mountain." . . . Photoplay magazine's 1950 poll showed MGM's "Battleground" to be the most popular picture.

Paramount revealed that it would release 11 films from March to July, of which five will be in Technicolor. . . . U-I announced the release of six pictures in February and March.

MGM held a gala Rocky Mountain world premiere of "Vengeance Valley" in Canon City and Florence, Colo., with Colorado bookings following. . . . A special teaser trailer for "Molly," Paramount feature, completed by Dean Martin and Jerry Lewis, was announced as being offered free to exhibitors. . . . First reports on "Brotherhood Week" progress within the industry were enthusiastic.

20th-Fox announced the world premiere of "U. S. S. Teakettle" at the Roxy, New York City, on Feb. 23 and the bow of "Follow The Sun" in Fort Worth, Tex., at the Worth in March.

AMPP Reelects Johnston

HOLLYWOOD—AMPP last week reelected as president Eric A. Johnston, on leave to serve as Economic Stabilization Administrator, and Y. Frank Freeman, chairman of the board. Others returned to office were B. B. Kahane, L. K. Sidney, and Charles S. Boren, vice-presidents, and James S. Howe, secretary-treasurer.

RKO Sues ELC On Title

NEW YORK CITY—RKO last week filed suit in U. S. District Court to restrain Eagle Lion Classics from using the title, "My Brother, The Outlaw," for a forthcoming feature, charging that ELC seeks to capitalize on the reputation of Howard Hughes' "The Outlaw," which has grossed \$4,800,000 to date.

"Robinson" Story Paying Off

NEW YORK—Investors in ELC's "The Jackie Robinson Story," last fortnight received an initial dividend of 75 per cent interest. The film was the idea of William J. Heineman, ELC distribution vice-president. It was financed by business associates, who invested from several hundred to several thousand dollars each.

Phonevision Granted Extension

WASHINGTON—The Federal Communications Commission last week granted Zenith Radio Corporation an extension to March 31 for the Phonevision test. The original 90-day authorization was for Dec. 1-Feb. 28, but the test did not get under way until Jan. 1.



Pictured at the recent Texas Allied convention at the Hotel Adolphus, Dallas, are, from left, Leon J. Bamberger, RKO sales promotion manager; Trueman Rembusch, Allied States president; Stormy Meadows, Texas Allied secretary, and Abram F. Myers, Allied States board chairman.

20th-Fox Holds Branch Session

NEW YORK—A joint branch managers' meeting representing the Empire State and midwest division of 20th Century-Fox was held last week at the company's home office with Martin Moskowitz, Empire State division sales manager, presiding. The meeting was called as an implementation and follow-up of the sales policies discussed recently at the division managers' meeting at the call of Andy W. Smith, Jr., vice-president and general sales manager, during which President Spyros P. Skouras, vice-presidents Al Lichtman, Smith, and Charles Einfeld participated.

Attending from the field were Abe Dickstein, New York branch head, and Alex Arnsvalder and Joseph St. Clair, staff; Sam Diamond, Philadelphia branch chief, and Nat Rosen, his office; Glenn Norris, Washington branch manager, and Ira Sichelmann and John J. Leary; Dan Houlihan, Albany branch manager, and Charles Kosco, Buffalo branch manager. From the home office were vice-presidents Smith and Einfeld, assistant general sales manager W. C. Gehring, Lem Jones, executive assistant to Smith, and Roger Ferri, editor, Dynamo.

Reade Rewards Managers

NEW YORK—At a meeting last week of Walter Reade Circuit managers, cash awards were made to the following for showmanship activities: M. A. Sargent, Eatontown, N. J., Drive-In; John Balmer, Carlton, Red Bank, N. J.; Mrs. Ann De Ragon, Paramount, Plainfield, N. J.; Ralph Lanterman, Community, Morristown, N. J.; Guy Hevia, Mayfair, Asbury Park, N. J.; Herbert Gordon, Majestic, Perth Amboy, N. J., and Bob Case, Kingston, N. Y.

Dore Schary Honored

HOLLYWOOD—Dore Schary, MGM vice-president in charge of production, was awarded the Humanitarian Service Medal by the Los Angeles Advisory Board of the Denver Sanatorium-Jewish Consumptive Relief Society at the 47th Anniversary Dinner at the Beverly Hills Hotel last week.

GPEC Declares On Common

NEW YORK—A dividend of 25 cents per share on outstanding common stock was declared last week by the General Precision Equipment Corporation. The dividend is payable on Mar. 15.

Indianapolis Meet 1st For Rogers Hosp.

INDIANAPOLIS—The first Will Rogers Memorial Hospital field conference was held last week at 20th Century-Fox, serving as a pattern for similar functions throughout the country. A speech was delivered by Nicholas John Matsoukas, national campaign director, Will Rogers Memorial Hospital, with the conference held under the chairmanship of Sam Switow, Louisville, Ky.

The meeting brought together representatives of all branches of the entertainment industry, exhibitors, film company spokesmen, labor union officials, and radio and television executives.

Similar field conferences, to be held in other exchange area towns, are now being planned. The purpose is to acquaint the friends of the hospital and the public with the scope of the institution, its hopes and aspirations and, particularly, the five-year program to raise \$5,000,000, as conceived by national campaign headquarters.

National campaign headquarters hopes that many such field conferences will be held from now until April in exchange area towns, as well as other localities. Campaign headquarters will provide, at no cost, the following materials for any town which expresses interest in holding such field conferences; "The Germ And I", in 35mm. or 16mm., copy of the talk, "Help Care For Our Own"; copy of the Cary Grant theatre collection trailer, and printed and photographic display material pertaining to the hospital, all from Nicholas John Matsoukas, campaign director, Will Rogers Memorial Hospital Fund campaign headquarters, 1501 Broadway, New York 18, N. Y.

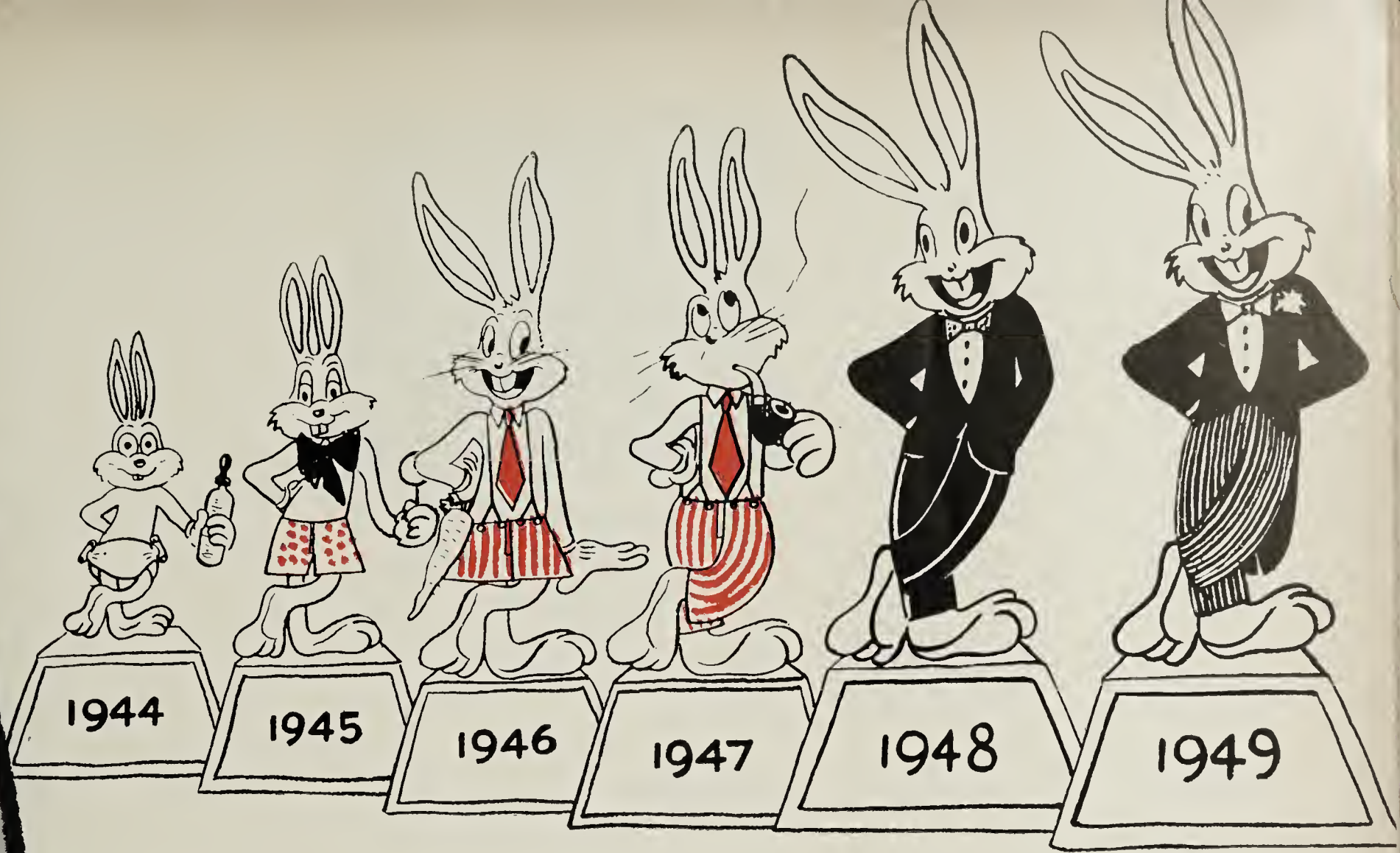
"Rice" Stopped In Albany

ALBANY—The showing of "Bitter Rice" was banned at the Ritz last week by Police Chief Phillip Coffey, who stated the action stemmed from objections by the Catholic Legion of Decency that the film is "improper and objectionable." Manager Oscar Perrin substituted another picture, and Charles Smakwitz, Warner Theatres' zone manager, sought legal advice on the action.

Meanwhile, E. R. Zornio, president, Lux Films, announced that the company would take "appropriate legal action" against the ban, and that the American Civil Liberties Union has condemned the ban as outright censorship in violation of the First Amendment of the Bill of Rights.

20th-Fox Closes Deal For Swiss TV System

ZURICH, SWITZERLAND—Spyros P. Skouras, president, 20th-Fox, last week closed a deal whereby his company will share a new system of large-screen television with its Swiss inventors. Through the new system, called Eidophone, Skouras said "We will be able to broadcast to thousands of theatres simultaneously . . . on screens of any size in black and white or in colors, giving perfectly sharp, technically flawless sound reproduction." He said "from 18 months to two years must pass before we can be in full swing."



For the Seventh Consecutive Year!



Again
the exhibitor's
favorite
cartoon subject
in nation-wide poll
conducted by FAME



WARNERS' **BUGS BUNNY** COLOR BY TECHNICOLOR

PEOPLE

NEW YORK—Michael A. Morrissey, honorary chairman of the board of the American and Union News companies and former president of both organizations, has been elected to the board of directors of Terrytoons, Inc., it was announced last week by Paul Terry, president of the cartoon-producing company. Terry has been releasing his productions through 20th Century-Fox for the past 18 years.

WASHINGTON—Cecil B. Dickson, nationally prominent newsman and coordinator for the House of Representatives since 1948, last fortnight joined MPAA as an assistant to the president. He will be associated with John Bryson in legislative liaison and contact work with the federal agencies on matters affecting the motion picture industry.

SALT LAKE CITY—Clyde Blasius, Idaho salesman, resigned from 20th Century-Fox last fortnight after 19 years with the company to become buyer and booker for Associated Amusements Company, which operates and buys and books for drive-ins and theatres in Utah, Idaho, and Nevada.

NEW YORK—Nat Cohen was last week signed as Robert Stillman Productions' representative for the British Empire for "The Sound Of Fury" and "Queen For A Day," both released by United Artists.

New "M-G-M" Story Readied

HOLLYWOOD—MGM's new version of "The M-G-M Story" has been completed, and will be made available to exhibitors without cost early in March, according to an announcement last week. The revised edition is to be made available for theatre screenings, and differs considerably from the previous version designed for exhibitor conventions and projection room screenings. In the new version, a six-reel subject, with two reels in black and white and four in color, excerpts of highlights from 25 forthcoming pictures are featured. The subject runs 60 minutes, and also presents 58 of the company's stars and featured players.

Herman Hoffman, who wrote and directed the first version, also is responsible for the new subject. It again features Dore Schary, vice-president in charge of production, as narrator. Lionel Barrymore assists Schary.

MGM is providing a special four-page press book containing advertising, publicity, and exploitation material. There will also be made available two one-sheet posters and a black and white trailer, offered free to theatre owners.

ELC, Rank End Deal

NEW YORK—Eagle Lion Classics and the J. Arthur Rank Organization last week announced the termination of their mutual releasing contract. ELC has been distributing a portion of the Rank product in the Western Hemisphere for the past three years, and the Rank Organization has been distributing the ELC product in the Eastern Hemisphere during the same period. Both companies will continue to distribute those pictures already delivered under the existing agreements.



Herbert J. Yates, president, Republic, is seen on the coast with Michael Chapin and Eilene Janssen as they inspect a contract recently drawn up to give a liberal percentage of the profits of the newly formed Valley Vista Productions, Inc., to the National Kids' Day Foundation, a charitable organization for underprivileged children. Valley Vista, together with Republic, will co-star young Miss Janssen and Chapin in four films annually.

NPA Rejects, Approves

WASHINGTON—The National Production Authority last week approved a new theatre in Salem, Mass., for Buckley and Danzansky; a drive-in at Webster Springs, W. Va., for A. A. Richards; a theatre at Athens, Ga., for Abrams and Joel Theatres; repairs and improvements for the Majestic, Rhinelander, Wis., for Hodag Amusement Company; a drive-in at Kewanee, Ill., for Bernard Temborious; a drive-in at Loveland, Colo., for Elmer F. Mortell; a drive-in at Denver, for Lakewood Theatres, Inc.; a theatre for Carmel Playhouse, Carmel, Cal.; a drive-in at San Mateo, Cal., for Lester Park, and a drive-in at South Bend, Ind., for Lewis Cocho-vety.

It rejected a drive-in at Worcester, Mass., for P. J. Morrone; a drive-in at Wrens, Ga., for O. L. King; a drive-in at West Palm Beach, Fla., for S. H. Plockel-mon; a drive-in at Mobile, Ala., for Matthew Suraci; a drive-in and remodeling of an existing drive-in at Barnwell, S. C., for K. H. Dobson; a theatre at Ellendale, N. D., for H. A. Porter; a drive-in at St. Louis, for Kilgore Amusement Corporation; a drive-in at Baton Rouge, La., for Film Service Corporation; a theatre at Tyler, Tex., for S. G. Fry; a drive-in at Lubbock, Tex., for B. W. Hall; a drive-in at Fort Worth, Tex., for J. T. Davidson; a drive-in at San Francisco for General Theatrical Company, and a theatre in Portland, for West Slope Community Center.

NSS Co-defendants Dismissed

PHILADELPHIA—Monogram, Republic, ELC, and Film Classics, co-defendants with National Screen Service in the seven independent poster company anti-trust suits now scheduled to be heard in U. S. District Court on Feb. 15, were last week dismissed from the actions in a stipulation signed by Judge James P. McGranery.

Bergman In Two Talks

NEW YORK—Maurice A. Bergman, U-I home office executive, addressed the Publicity Club of Chicago at the luncheon in Chicago on Feb. 8, and was a guest speaker at the annual dinner of the Variety Club in Cincinnati on Feb. 11.

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

20TH-FOX

"Lucky Nick Cain"—Fair program.

MGM

"Royal Wedding"—Good musical.

"Three Guys Named Mike"—Pleasing program.

"Vengeance Valley"—Good western.

Loew's Stockholders To Vote On New Plan

NEW YORK—The election of 11 directors and voting on a plan under which six key executives will receive options on a total of 250,000 shares of common stock and extension of their contracts with the company will be the principal business at Loew's annual stockholders' meeting on March 15, it was learned last week.

The directors on Jan. 17 voted options to Dore Schary, production vice-president, 100,000 shares; Arthur M. Loew, president, Loew's International, 40,000 shares, and vice-presidents Benjamin Thau, Joseph R. Vogel, Charles C. Moskowitz, and Louis K. Sidney, 27,500 shares each. The purchase price will be the price of the stock on Jan. 17. Contingent on approval, contracts of the executives will be extended as follows: Schary, exclusive services from July 26, 1955 to Jan. 17, 1958; Loew, from March 1, 1955 to March 1, 1958; Thau, from March 1, 1954 to Jan. 17, 1958; Vogel, from March 1, 1954 to March 1, 1958; Moskowitz, from March 1, 1954 to March 1, 1958, and Sidney, from March 7, 1954, to Jan. 17, 1958.

The 11 directors nominated for reelection are: Leopold Friedman, F. Joseph Holleran, Eugene W. Leake, Moskowitz, William A. Parker, William F. Rodgers, J. Robert Rubin, Schenck, Vogel, David Warfield, and Henry Rogers Winthrop.

20th-Fox Labor Trouble Ended

NEW YORK—A joint statement last week announced that the dispute brought about by recent dismissals in the advertising-publicity departments at 20th Century-Fox has been amicably settled in conference between Jack Lang, in charge of labor matters for the company, and a committee composed of members of the 20th Century-Fox unit of the Screen Publicists Guild. The agreement among other things, calls for the return of two members of the department to fill the key vacancies occasioned by their layoff.

The company also made the statement that it saw no reason for any additional layoffs for economic reasons for the remainder of the budget year.

TOO Ratifies TOA Plan

OKLAHOMA CITY—A plan to place one member of the Theatre Owners of Oklahoma on the COMPO board was ratified last week by Theatre Owners of Oklahoma directors.

"Bingo" Banned In Buffalo

BUFFALO—An order to halt "Bingo" and other games which take place in theatres or halls was issued last week. Arrests will be made if violations are found.

TV Viewing Service Set

NEW YORK—After six months of negotiations, the Demby Company last week announced the availability of a budget, six-time per week, 15-minute per day television program, "What's Playing", to inform the viewer of films playing at his local theatres and tell him something about them. The show will include an m.c.'s commentary on clips from current motion pictures and a local merchandising campaign.

The Demby Company produces a bi-monthly fan magazine, Movie Love.

Letters confirming participation in the show have been received from almost all major and independent studios and distributors, it is said. A closed circuit audition is being planned for later this month, it was said.

The program will be available on a local and syndicated basis.

Heller Earnings Up

CHICAGO—Walter E. Heller and Company, who would provide financing for United Artists under terms of a deal currently in negotiation, last fortnight reported earnings for 1950 of \$1,148,567, equal to \$2.63 a share on outstanding common stock, compared with \$811,779, or \$1.90 a share for the preceding year.

TOA Sets April Board Meeting

NEW YORK—TOA will hold its annual board meeting in Washington's Mayflower Hotel, from April 4-6, it was announced last week by Gael Sullivan, executive director.



At a dinner in Los Angeles recently, Dave Bershon, second from right, is shown as he received the Variety Club "Great Heart Award" from International Chief Barker Marc Wolf as George Murphy, left, and Assistant International Chief Barker Charles P. Skouras offer congratulations.

Sam Milner Mourned

LOS ANGELES—Sam Milner, 40, ELC branch manager, died last week at his home. He had been ill for three months. In 1946 he became district manager for PRC for the Denver-Salt Lake City territory and later handled the Dallas-Oklahoma City-Salt Lake City territory. When Eagle Lion took over PRC, he became ELC's Los Angeles branch manager.

Babb Receives Award

HOLLYWOOD—Kroger Babb, president, Hallmark Productions, was presented with the Sid Grauman Showmanship Award last fortnight.

Administration Doesn't Ask Higher Taxes Now

WASHINGTON—Secretary of the Treasury John Snyder last week indicated that the Administration considers theatre admissions taxes already as high as present defense needs require, but in relating the President's new tax proposals to "present revenue needs" only acknowledged the possibility of future increased taxes.

Lou Abrahamson Feted

CHICAGO—Highest tributes were accorded Lou Abrahamson, who had served for more than 20 years as secretary to Jack Kirsch, president, Allied Theatres of Illinois, at a farewell testimonial banquet attended by 150 last week. Described as a forceful and efficient executive who has done much for his organization and the entire industry, and as a courteous gentleman with a wealth of friends, Abrahamson was presented with a substantial check. He left for Los Angeles.

Ludwig Sussman was master of ceremonies. Among those who lauded Abrahamson were Kirsch, Richard Salkin, Irving Mandel, Jack Rose, and officers of his B'nai B'rith lodge.

Would Bar Kids In Canada

OTTAWA—The Most Reverend Alexandre Vachon, Roman Catholic Archbishop of Ottawa, last week proposed a law to prohibit children under 16 years of age from attending Canadian houses. Such a law has been in effect in Quebec for 20 years.

Columbia

BRINGS TO THE SERIAL SCREEN THE GREATEST
GUNFIGHTER WHO EVER FIRED THE IMAGINATION!

**OVERLAND WITH
KIT CARSON**

starring

BILL ELLIOTT

with

IRIS MEREDITH • RICHARD FISKE • BOBBY CLACK

Screen play by Joseph F. Poland, Morgan B. Cox, Ned Dandy

Directed by Sam Nelson and Norman Deming

A COLUMBIA SERIAL (Reprint)



A **SOCK** SUPER-SERIAL
SCOOP in every sense!

● A Great Action Star...

Wild **BILL ELLIOTT!**

● Greatness in Colorful Action!

● Greatness in Story and Setting!

and

THE TREMENDOUS EXPLOITATION
POWER OF A FABULOUS HERO...

For millions upon millions of school children and adults alike—it's a case of love at first sight of the inspired name...

KIT CARSON!

Fabian Albany House Offering Exclusive TV

ALBANY—It was announced last week that Fabian's Palace had completed arrangements for an exclusive theatre TV showing of the Siena-Georgetown basketball game, on Feb. 20. The contest, an away-from-home game for Siena, Albany college, whose basketball team ranks among the best, will be televised from the Uline Arena, Washington, D. C.

This is the first exclusive theatre telecast of basketball, the first exclusive telecast ever presented by the Palace, and the first program televised exclusively to a theatre over such a long distance, 350 miles.

The camera and crews of station WNBW, Washington, D. C., will handle the pickup. The television presentation has been made possible through the courtesy of the Albany Savings Bank, which broadcasts Siena's basketball games on radio, and the cooperation of Siena College, Georgetown University, and the Uline Arena.

Konecuff

(Continued from page 8)

CENSORSHIP: The Kiplinger magazine, *Changing Times*, features in its February issue a two-page article on movie censorship, and it reports that seven states and 200 cities review films to decide whether the public should be permitted to view them, and it also reminds readers that no officials would dare to preview newspapers or radio shows before permitting public consumption.

RHYME TIME: Noel Meadow, he of the flexible pen and rhyming typewriter, thought that the latest Discina International release, "Miquette", ought to be sold via teaser verses in the daily newspapers, and the reaction to the spicy French import was pleasing, sez Noel.

Here is a sample:

"In gay Patee that was hotter than colder,
Lived a marquis who was older than bolder;

Along came 'Miquette'

With her trim silhouette,

And he became more bolder than older."

(Theatre phone number here.)

MEOW NOTE: We're glad that Paramount finally got around to selecting a cat to co-star in the forthcoming film, "Rhubarb." It found "a foul-tempered, overweight, scar-faced purebred alley cat" in California, and everyone is happy, including the press agents who, by this time, were getting cat-happy. It was a nine-life campaign.

TREND OF THE TIMES: Warners imparts the news that the studio property department, after much urging, finally agreed to print communist literature for the film, "I Was A Communist For The FBI", but the union label usually stamped somewhere on all material turned out is conspicuously missing, and we understand that a special man has been assigned to guard the stuff, and make sure none gets into circulation.



Sioux Indians who appear in U-I's "Tomahawk" recently paid a visit to Washington, and pictured above, from left, are Dave Polland, U-I; Chief Sitting Bull, Jr., Senator Francis Case, South Dakota; Senator Hugh Butler, Nebraska, Chief American White Horse, Representative Joe Martin, Massachusetts, and Jack Foxe, publicist, Loew's.

PRESTIGE DEPT.: Watch for credits on forthcoming releases. The initials ACE after the film editor on each feature will mean that he is a member of the recently former American Cinema Editors Association. We like that. It's about time that the boys got some recognition for the important part they play in making a film a success.

THE METROPOLITAN SCENE: Broadway houses are getting real neighborly what with the Roxy, Rivoli, and Park Avenue recommending each others show via either trailers or program notes and illustrations. . . . The first U-I picture to play Loew's State in some time will be "Tomahawk." . . . Cuba's highest honor, the Order of Merit Carlos Manuel de Cespedes, has been awarded Montague Salmon, managing director, Rivoli, "in recognition of outstanding services toward inter-American understanding, friendship and solidarity." . . . Maurice A. Bergman, U-I home office executive, addressed the Publicity Club of Chicago and the annual dinner of the Variety Club in Cincinnati. . . . Jacqueline Harvey, daughter of Paramount press book editor George Harvey, was married to Howard Joseph Smidt. . . . Ben Kaufman, veteran industryite and most recently a field exploitation representative for MGM, has joined the Mutual Broadcasting System, where he is handling special program promotion projects. . . . The January issue of *The Screen Director* is devoted primarily as a tribute



Michael A. Morrissey, honorary chairman of the board, American and Union News Companies, recently joined the board of directors, Terrytoons.

CDA Clarifies Status Of Theatres In Emergency

WASHINGTON—In reply to a COMPO request for clarification of its statement pertaining to the status of theatres during a period of war emergency, the Civil Defense Administration last week said that it "has not recommended that exhibitors close their doors during periods of emergency."

to Robert Flaherty, and is a special edition. . . . The Walter Reades, Jr., narrowly escaped being in the most recent horrifying railroad wreck in New Jersey. Mrs. Reade was on the train before, while he was on the train that followed. . . . It's been much warmer lately, hasn't it?

Loew's D. M.'s Realigned

NEW YORK—Following a regular periodical meeting of division managers, J. R. Vogel, vice-president in charge of Loew's Theatre operations, last week announced a realignment of several out-of-town circuit divisions.

Martin Burnett, with headquarters in Columbus, O., will now have charge of Pittsburgh, Columbus, O., Dayton, O., Indianapolis, Louisville, Ky., and Evansville, Ind. Mike Cullen, from headquarters in St. Louis, will handle Kansas City, Houston, New Orleans, Nashville, Tenn., Memphis, and Atlanta.

Frank Murphy, with headquarters in Cleveland, will also handle Akron, Canton, and Toledo, all in Ohio. The divisions of Charles Kurtzman, Boston; Orville Crouch, Washington, and Harry Shaw, New Haven, remain unchanged.

Edward Walton Feted

NEW YORK—Twenty-five home office executives of Republic headed by President Herbert J. Yates and James R. Grainger, executive vice-president in charge of sales and distribution, attended a dinner tendered last week at the New York Athletic Club to Edward L. Walton, who resigned his post as assistant general sales manager, and is leaving for Seattle to make his future home.

Yates made a short address regretting Walton's resignation from the company, and thanking him for his services. Grainger, on behalf of Walton's associates at Republic, presented him with a gold wrist watch.

"Twist" Screened Again

NEW YORK—Eagle Lion Classics last week screened for representatives of the MPAA board the new version of "Oliver Twist," with the 73 deletions ordered recently by Production Code Administrator Joseph I. Breen. The board representatives will report back to the board itself, at which time a decision will be made on the appeal of ELC from Breen's original denial of a code seal.

MPAA Starts Conserv. Trip

WASHINGTON—MPAA conservation director John McCullough last week started at Buffalo a tour of exchanges to explain the present tight raw stock situation and the need for handling film carefully.

MPAA head Joyce O'Hara, assistant Jerry Cahill, and National Production Authority film chief Nathan D. Golden discussed the supply situation.

McDonald Reviews Phonevision Results

CHICAGO—Eugene F. McDonald, Jr., president, Zenith Radio, declared last fortnight that the FCC authorized Phonevision tests among 300 local families in its first month drew 26 per cent of total possible "attendance." Sam Kaplan, Zenith vice-president and comptroller, stated that compiled figures indicate an overall average of 30 per cent of the possible audience. The 10 lowest-grossing features offered in the first month drew an average of 22 per cent, it was said.

McDonald urged film companies to send representatives to study at first hand the Phonevision test, and to offer suggestions about its operation.

Additional films shown on Zenith's Phonevision test last fortnight were Samuel Goldwyn's "Wuthering Heights" and "The Westerner"; MGM's "Killer McCoy", "Undercover Maisie", and "If Winter Comes"; Paramount's "Jungle Flight"; Warners' "Woman In White", and RKO's "Murder, My Sweet" and "The Spanish Main."

Crabbe Files TV Action

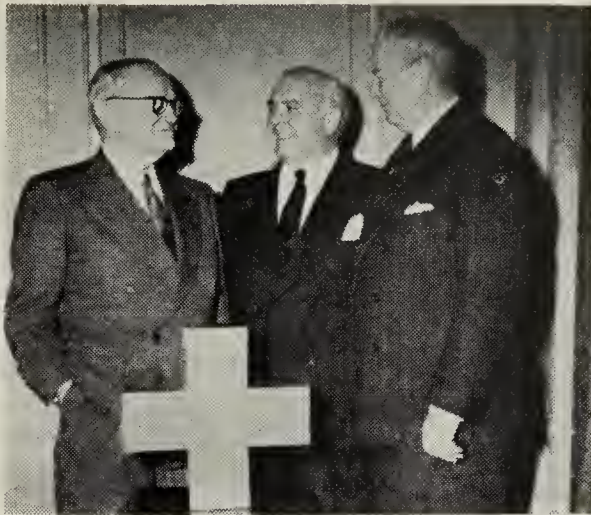
NEW YORK—Buster Crabbe last fortnight filed suit in U. S. District Court for \$500,000 in damages against six local television stations, Pathe Industries, and the Ford Dealers Association in an action designed to determine the rights of performers appearing in motion pictures used on television. The suit is in connection with alleged unauthorized use of Crabbe's western films. Crabbe alleges that the producer of the film has broken a contract with him by reason of failure to pay a percentage of profits to him, and claims that the widespread use of the films violates the star's right of privacy. Some of the films involved were made under a percentage of profits arrangement while Crabbe received a straight salary for others. Crabbe claims that the frequent use of the westerns on TV without his consent is illegal, and also contends that unless there is express consent to the type of commercial use of films on television, TV stations, sponsors, and distributors cannot use his pictures in such a manner without his express consent.

MGM Aides Give Blood

NEW YORK—Over 150 employees of Loew's, Inc., home office and the New York MGM exchange last week signed as Red Cross blood donors as the result of the recent rallies spearheaded by MGM ad manager Si Seadler and Loew's Theatres' publicist Ann Bontempo. Mrs. Pauline Smith, registered nurse in attendance at Loew's, is chairman of the inter-organization drive.

Soviet Misuse Protested

WASHINGTON—Irving Maas, vice-president and general manager, MPEA, last week asked the State Department to protest to the Soviet Union against the misuse of another American-owned film, MGM's "The Crowd Roars," currently being exhibited behind the Iron Curtain under the title "Eighth Round," with changes from the original.



Glimpsed in New York City as they recently met to plan the 1951 Red Cross drive are Admiral William Halsey, left, Spyros Skouras, 20th-Fox president and Red Cross industry chairman, and Eugene W. Stetson, Greater New York chairman.

Glenn Again Heads SDG

NEW YORK—At the sixth annual convention of the Screen Directors Guild last fortnight, Jack Glenn, senior director, "The March of Time," was elected president by acclamation for the third straight year. Dana Noyes was reelected first vice-president. Other officers chosen are: second vice-president, Leslie M. Roush; recording secretary, Alexander Gansell; corresponding secretary, Hans Mandell; treasurer, Edward Seward; board of governors, above-named officers and George L. George, Joseph Henabery, William Resnick, Warren Murray, Herbert Kerkow; auditing committee, Henwar Rodakiewicz, chairman, Redmond Farrar, and Paul Falkenberg.

Broidy Thanks Exhibitors For "Monogram Week" Help

HOLLYWOOD—"National Monogram Week" will more than double the average weekly billings reached in any similar period during the history of the company," said Steve Broidy, president, last week, in reporting on the results attained by this drive. "We are extremely pleased with the industry's reaction to our aims, and are grateful to the country's exhibitors for supporting this campaign on our behalf. On behalf of the entire Monogram organization, I wish to thank the circuit operators and independent exhibitors for their fine cooperation."

Amended Complaint Filed

CHICAGO—An amended complaint was filed last week in the \$150,000 triple damage anti-trust suit brought by the Starview Outdoor, Elgin, Ill., owned by John Reckus, against B and K Publix Great States, and six major distributors. Attorneys Seymour F. Simon and Richard Orlikoff asked that MGM be stricken as a defendant, and Paramount Films be named as a defendant. The plaintiff alleges that it was compelled to wait 30 days in 1949 and 14 days in 1950 for first-runs after they had been played by Great States' Crocker and the Rialto, Elgin.

Sweeny-Skouras

RYE, N. Y.—Athanasia G. Skouras, daughter of Mr. and Mrs. George P. Skouras, was married last fortnight to Martin Sweeny, Jr.

This is
the spot
where
THE THING
was first
seen!



THE THING

from Another World!

HOWARD HAWKS' *Electrifying* MOTION PICTURE

R K O
RADIO
PICTURES

Ads like this are appearing in 58 National Magazines and 93 Sunday Newspaper Supplements totaling 185,761,000 circulation.

MISCELLANEOUS

NEWSREELS

IN ALL FIVE:

Philadelphia: President Truman dedicates inter-faith chapel. Canada: Duplessis bridge at Three Rivers, Quebec, collapses.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 34, No. 12) Korea: UN forces drive. New Delhi: First anniversary of India republic. New Orleans: Mardi Gras (only New Orleans). Washington: Eisenhower reports to the nation. Hollywood: Benefit premiere of "The Mudlark" (Los Angeles and San Francisco only). Seattle: Figure skating championships. Sport magazine names Ben Hogan top golfer.

NEWS OF THE DAY (Vol. XXII, No. 246) Korea: UN forces drive. San Francisco: Tugboat disaster. New Delhi: First anniversary of India republic. New Orleans: Mardi Gras. Seattle: Figure skating championships. Santa Anita, Cal.: Horse race.

PARAMOUNT NEWS (No. 49) New Delhi: First anniversary of India republic. Germany: Nazi war criminals released. France: Youths take draft in stride. Seattle: Figure skating championships. Santa Anita, Cal.: Horse race.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 428) Korea: UN forces drive. New York: Tarawa recommissioned. New York: Baseball immortals celebrate 75th anniversary of National League. Seattle: Figure skating championships. Santa Anita, Cal.: Horse race.

WARNER PATHE NEWS (Vol. 22, No. 51) New York and Eastern Seaboard: Rail strike. Germany: Nazi war criminals released. Korea: UN forces drive. Washington: Eisenhower reports to the nation. Italy: International ski jump. New York: Baseball immortals celebrate 75th anniversary of National League. Santa Anita, Cal.: Horse race.

TELENEWS DIGEST (Vol. V, No. 6-A) Washington: Eisenhower reports to the nation. Korea: Mountain fighting. USA: "The Big Freeze", rail strike. Brazil: Vargas, one-time dictator, elected president of the republic.

IN ALL FIVE:

Washington, D. C.: Eisenhower gives report on Europe. Korea: "Operation Orphan" saves waifs.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 34, No. 11) Lake Success, N. Y.: Forty-four nations brand Communist China as an aggressor. California: A 1912 plane helps mark 40 years of naval aviation. Germany: Ski jumping. Egypt: Horse racing. French Alps: Bobsledding.

NEWS OF THE DAY (Vol. XXII, No. 245) Washington, D. C.: Sam Rayburn sets record as House Speaker. New York City: Glamour parades for "March of Dimes." Egypt: Horse racing. French Alps: Bobsledding.

PARAMOUNT NEWS (No. 48) Washington, D. C.: Sam Rayburn sets record as House Speaker. Lake Success, N. Y.: Forty-four nations brand Communist China as an aggressor. Hollywood: Merit award made by foreign correspondents. French Alps: Bobsledding.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 427) Lake Success, N. Y.: Forty-four nations brand Communist China as



Eric Johnston, MPAA president, recently played host in Washington at a dinner honoring the Italian government for its support of American producers in Italy, and shown at the affair, from left, are producer Hal Wallis, Italian Ambassador Alberto Tarchiani, Joan Fontaine, Johnston, and Mrs. Tarchiani. Paramount's "September Affair," starring Miss Fontaine, and produced in Italy by Wallis, was screened for the many notables there.

an aggressor. Washington, D. C.: Sam Rayburn sets record as House Speaker. New York City: Glamour parades for "March of Dimes." Germany: Ski jumping.

WARNER PATHE NEWS (Vol. 22, No. 50) Lake Success, N. Y.: Forty-four nations brand Communist China as aggressor. Washington, D. C.: Sam Rayburn sets record as House Speaker. California: A 1912 plane helps mark 40 years of naval aviation. Germany: Ski jumping.

TELENEWS DIGEST (Vol. V, No. 5-A) Exclusive Telenews Report: Eisenhower's new army.

NATIONAL LEGION OF DECENCY

Jan. 25, 1951

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Counterspy Meets Scotland Yard" (Col.); UNOBJECTIONABLE FOR ADULTS: "Buried Alive" (Italian) (Casolaro); "The Groom Wore Spurs" (U-I); "I'd Climb The Highest Mountain" (20th-Fox); "The Redhead And The Cowboy" (Para.); "Short Grass" (AA-Mono.); "The Steel Helmet" (Lippert); "Tainted" (French) (Distinguished); "Three Desperate Men" (Lippert); OBJECTIONABLE IN PART: "The Flesh Is Weak" (Italian) (Distinguished); "Force Of Destiny" (Italian) (Screen Arts); CONDEMNED: "The Blue Angel" (German) (Reissue) (Classic).

Feb. 8, 1951

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Lights Out" (U-I); "Rough Riders Of Durango" (Rep.); UNOBJECTIONABLE FOR ADULTS: "Al Jennings Of Oklahoma" (Col.); "The Bandit Queen" (Lippert); "Bowery Battalion" (Mono.); "Chance Of A Lifetime" (English-made) (Pilgrim-Ballantine); "Korea Patrol" (ELC); "Lightning Strikes Twice" (WB); "Belle Le Grand" (Rep.); OBJECTIONABLE IN PART: "Call Me Mister" (20th-Fox); "Film Without A Name" (German) (Oxford); "The Second Face" (ELC).

NATIONAL BOARD OF REVIEW

Feb. 3, 1951

STARRED SELECTED FEATURES: "Lights Out" (U-I); "The Magnet" (U-I); SELECTED FEATURES: "Cause For Alarm" (MGM); "The Enforcer" (WB).

Mayer Asks Cooperation On "Going-Out" Plan

NEW YORK—To combat the effects of television, Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, urged exhibitors last week to unite with other businessmen in cooperative newspaper advertising campaigns designed to persuade people to quit their homes, and go downtown for their entertainment at least one evening a week.

In a letter to the heads of exhibitor organizations, Mayer described the suggestion as a "modest start" on a campaign to offset the claims of television that there is no reason to leave one's home for entertainment.

"Hotels, restaurants, bowling alleys, clothing shops, and transportation companies," he wrote, "should be as desirous of getting people out of their homes at night as exhibitors are. The local newspapers should prove allies in such a venture, not only because they would profit from this particular advertising, but because television, by capturing a large slice of national advertising, has made serious inroads on their income."

Mayer said COMPO had no illusions that this plan was the complete answer to the problem caused by television.

New Union Dispute Seen

NEW YORK—Action taken in Washington last week by the National Labor Relations Board in connection with the Screen Employees Guild's control over Paramount's home office "white collar" workers was expected to begin a jurisdictional dispute involving Screen Office and Professional Employees Guild and IATSE Home Office Employees Local Number H-63. The NLRB threw out SEG's motion for dismissal of a broad order that the union prove that it had not lost its identity by joining the Distributive, Processing, and Office Workers of America. The NLRB had required the proof in order to release to the SEG, now SOPEG, the certification withheld at Paramount.

IATSE's H-63, jurisdictional rival of SOPEG, announced that it would call for an NLRB election at Paramount. Russell M. Moss, executive vice-president, Local H-63, stated that the NLRB's action could be interpreted as applying to other SOPEG strongholds.

The board denied the SEG motion "without prejudice to the filing of new petitions at an appropriate time."

TOA Sets September Meeting

NEW YORK—At a meeting of the Theatre Owners of America convention committee last week, it was decided to hold the annual meeting at the Hotel Astor on Sept. 24-27. The date was set despite the fact that plans were still incompleting with TESMA and TEDA, equipment dealers' and manufacturers' associations, for a joint convention and exhibit.

In attendance at the TOA committee meeting were Ted Gamble, Si H. Fabian, Charles E. Lewis, Herman Levy, and Gael Sullivan. A TOA board meeting will be held at the Hotel Mayflower, Washington, D. C., on April 4-6.

CANDYDLY SPEAKING

THE OTHER DAY, I read an item by an editorial commentator in a trade magazine. (Not EXHIBITOR—Ed.) This writer contended that the charging of six cents for candy bars in motion picture theatres was a cause of resentment among theatre patrons, and implied that some people might stay away from motion picture theatres because of the six-cent price. The thought was also expressed that when a candy manufacturer placed a five-cent price on



BILL ENGLAND

the wrapper of a candy bar that it was proof that the bar could be sold profitably at five cents. It seems to me that both of the above conclusions were reached without a careful analysis of all the facts. Let's start with the second of the above mentioned thoughts, namely that when a manufacturer prints a five-cent price on the wrapper of a candy bar it is proof that the item can be sold by the retailer at five cents. Some manufacturers who follow the practice of printing a price on their candy wrappers have increased their prices twice since the outbreak of the Korean war. Thus, the retailer's cost of merchandise has gone up, and his gross operating profit has gone down. In addition, the retailer's operating expenses have increased, the direct cost of labor has increased, supervisory labor costs have gone up, and the suppliers' equipment and services required in the proper selling of the candy in theatres have increased in price. It just isn't sound business for a manufacturer to boost his price, and then try to force the retailer to retain the old price by incorporating a prominent price sign on the candy wrapper.

THE CONTENTION that charging six cents for a candy bar may keep people away from a motion picture theatre is rather farfetched. There has been a wide-spread tending in the motion picture industry to look for someone to blame for the serious decline in theatre attendance. The harm
(Continued on page EP-10)

Quite in season for Valentine's Day is this candy stand at Loew's, Rochester, N. Y., decorated well in advance for the holiday with red plush hearts hung from the ceiling and large white frilled hearts in the background creating a novel effect.



Cooperating with THE COUNCIL ON CANDY OF THE NATIONAL CONFECTIONERS' ASSOCIATION

Popcorn Is A Nutritious Food



Cooperating with THE NATIONAL ASSOCIATION OF POPCORN MANUFACTURERS

EXTRA PROFITS





Splice extra profit... into your
daily take

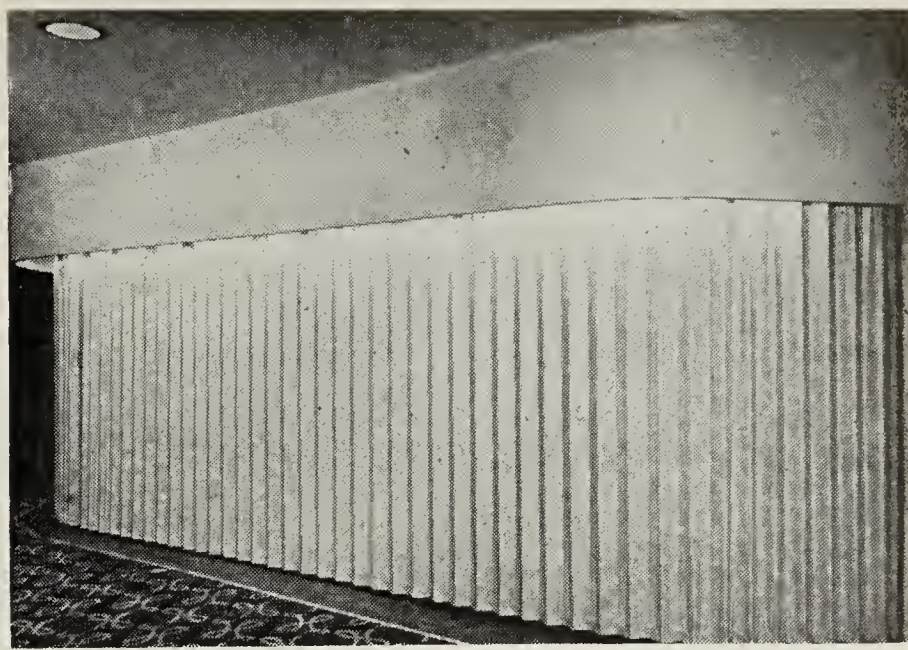
Here's a "splice" you can make in your program which your patrons will welcome. And so will you—for the extra profit it produces on your present attendance. We're talking about the welcome refreshment of ice-cold Coca-Cola now available in thousands of theaters. Why not join the profit train others are riding? A few square feet of space and your choice of vending methods will do it. For all the money-making details, address: The Coca-Cola Company, P. O. Box 1734, Atlanta, Georgia.

DRINK
Coca-Cola

REG. U.S. PAT. OFF.



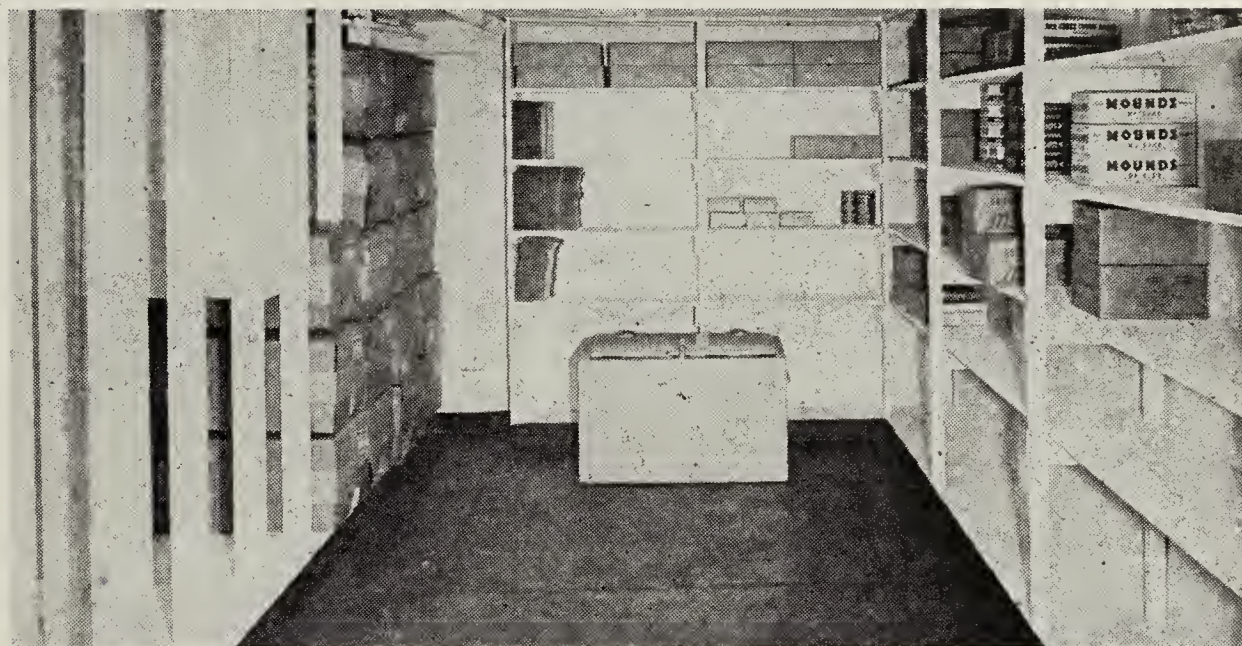
The concessions department at the Strand is a model of operational efficiency and good looks. Designed by Supurdisplay, Inc., it embodies the same smart, clean lines which characterize the ultra modern decor of the lobby.



This handsome fluted folding door is closed around the extra profits department at the end of the operating day, enabling attendants to replenish stocks and otherwise ready the stand for reopening out of patrons' sight.



Ted Pappas, then Strand manager, now a district manager, demonstrates the stock dumbwaiter.



The clean, well-lighted stockroom at the Strand, with stock arranged for easy rotation to insure against spoilage, reflects the care and efficiency that mark all extra profits operations at the Milwaukee house.



A concessions girl sweeps refuse from behind the counter down into the convenient sweep-out chute.

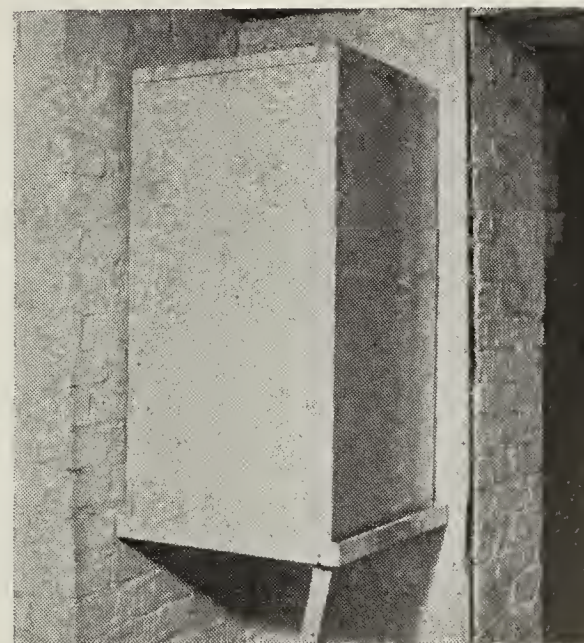
GOOD ADMINISTRATION PAYS DIVIDENDS

**The Strand, Milwaukee, Is
An Example of Efficiency
In Extra Profits Operation**

AN outstanding example of keeping pace with the times in good administration and progress in the extra profits department is provided by the renovated Strand, Milwaukee, a Fox Wisconsin unit. Headed by Harold J. Fitzgerald, the circuit, which has long been acknowledged as a leader in the field of refreshments merchandising,

carefully planned the vending department at the Strand to yield the utmost in efficiency and eye-appeal, and called upon Supurdisplay, Inc., to custom-build the new concessions unit.

The result was a concessions unit so distinctive, and incorporating so many innovations and refinements, that it might well



Sweepings fall down the floor-level chute into this neat receptacle in the theatre's basement.

serve as a model for other theatres to emulate.

Here are some of the features:

1. Merchandise is delivered through a chute to the stockroom, thereby eliminating the need for hauling bulky packages into the theatre.

(Continued on page EP-10)

Cold Weather Is Here— Here's A North Texas Experience

By Albert H. Reynolds

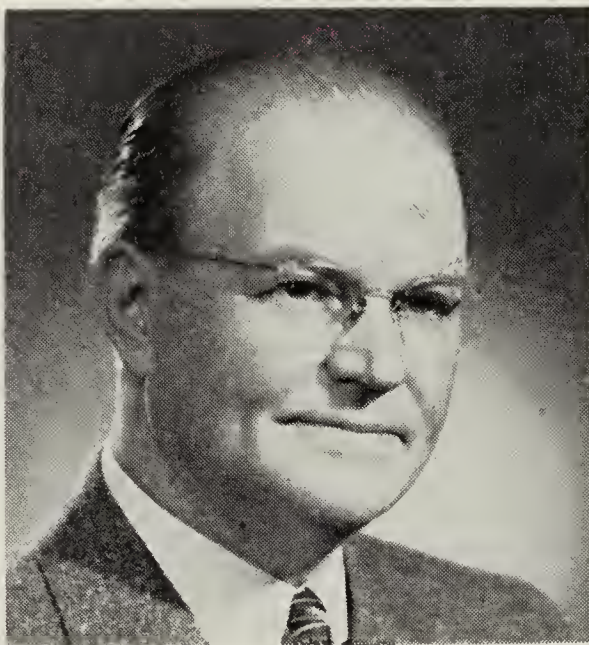
Claude Ezell and Associates, Inc.

DALLAS—Until four years ago, we had always closed all of our drive-in theatres in North Texas for the winter months about Dec. 15 and remained closed until the middle of April so it took a good deal of courage (on the part of the owners of these theatres) to attempt to operate through an entire winter the first time. This entailed a good deal of advertising stressing the fact that the theatres would remain open all winter, and we felt we would have to go through with it once started.

We coined the slogan, "Open All Year—Rain or Clear," and started to plug this in all of our advertising early in the fall. We attempted this winter operation long before the advent of the in-car heater. However, I might add that we have not installed heaters up to this time. Not that we have any aversion to them. We do have tieups with nearby gas stations who furnish one gallon of free gas on cold nights to replace the gas used by the patron's car while running his car heater.

At the same time, we added hot coffee and hot chocolate in the concession stand, along with hot dogs and hot popcorn, and placed a lot of emphasis on these hot items offered there. This winter we are forming "Polar Bear" Clubs, and every patron who attends our theatres when the weather goes below freezing becomes a member automatically. On these nights, the manager visits each car with hot coffee, and serves it free.

The first winter's operation was pretty rough as it was unusually severe, and the asphalt covering of the parking area was damaged badly. However, we finally got through the winter, and have acclimated more and more people each winter to



Edward E. Johnson recently was appointed general sales manager, Vendall division, Belvend Manufacturing Company, vending equipment firm.

come out on cold nights. Now, excepting on very severe nights, our winter attendance is gratifying. In the past when we closed in winter, it was necessary to take out all of the equipment from the field and from the booth, and winterize and store it. It was necessary to maintain some kind of watchman service for the theatre, and there was the problem of what to do with managers during winter months. In the spring, all of this equipment had to be put back. All of this cost a lot of money, and a rather large sum had to be spent in advertising to get the ball to rolling. So considering all of this and all things considered, we are many dollars ahead by remaining open in the winter.

Proper Atmosphere Aids Cal. Theatre's Department

COMPTON, CAL.—Rod Roderick, Tower, recently proved that ideas oftentimes pay off. By creating a regular "candy store" in the lobby, he increased the percentage of his sales by no mean proportions. The concession counter is homey, eye-appealing, and complete even to an old-fashioned fireplace with iron coal bucket. The only thing missing are chairs to sit around in and gab about the picture while enjoying the confections. Roderick said the atmospheric selling idea has certainly paid off.

Chase Profits Up

ST. LOUIS—A profit of \$234,982, before taxes, for the six-month period ending on Dec. 31, 1950, was reported by the Chase Candy Company last fortnight. This compares with a loss of \$806,783 for the same period a year earlier, according to Ralph A. Wenger, chairman of the board. Sales for the last half of 1950 were \$7,186,036, an increase of 15.4 per cent over the corresponding 1949 figure of \$6,224,962.

Opler On Cocoa Exchange

CHICAGO—Edmond Opler, president, Cook Chocolate Company, was recently elected to membership in the New York Cocoa Exchange. He has been in the cocoa and chocolate industry for 40 years, starting as a retail salesman. Cook Chocolate Company was started in 1935, and its purchases of cocoa beans have grown to a point where a seat on the New York Cocoa Exchange was deemed advisable.

It is not an uncommon sight to see a good number of cars on the lot when the ramps are all white with snow. The finest thing about all of this is our patrons seem grateful to us for staying open during the winter.

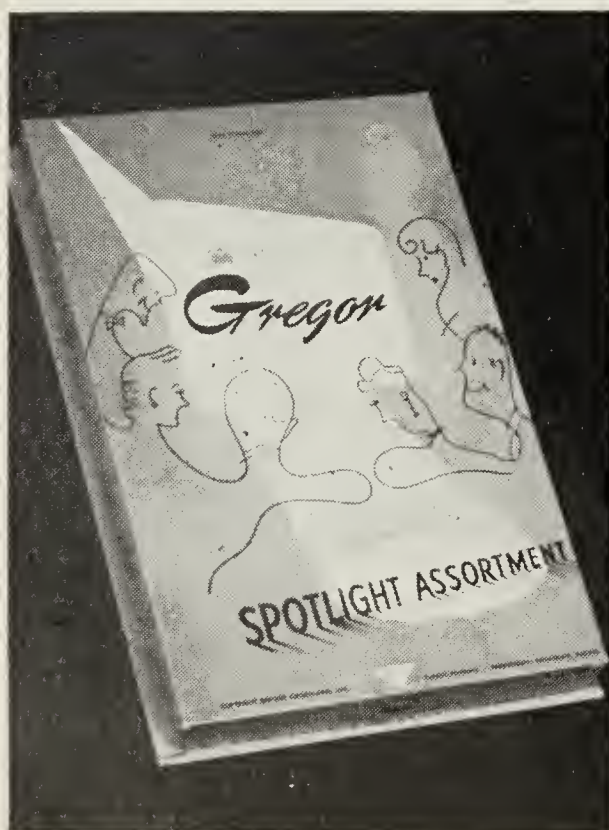
EXTRA PROFITS

Vol. 5, No. 12 February 14, 1951

EXTRA PROFITS appears every fourth Wednesday as a regular special feature department of EXHIBITOR, and is devoted exclusively to the design, construction, maintenance, management, and exploitation of theatre vending equipment, vendable items, and other profit producing adjuncts for efficient theatre operation. For further information, address EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing office: 1225 Vine Street, Philadelphia 7, Pennsylvania. New York Office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 923 Alameda Avenue, Los Angeles 36, California. Editorial consultant: W. B. "Bill" England.

Advisory boards—
Composed of executives and heads of the concessions and vending departments of theatre circuits:
Leslie R. Schwartz, Andrews, Inc., New York; Bayard M. Grant, Durwood Theatres, Kansas City; C. Dale Fox, Fox Wisconsin Amusement Corporation, Milwaukee; Frank C. Bickerstaff, Georgia Theatre Company, Atlanta; William O'Donnell, Interstate Circuit, Dallas; Raymond Willie, Interstate Theatres, Dallas; Harold F. Chesler, Theatre Cooperative Candy Company, Salt Lake City; Miss Marie Frye, Tri-State Theatre Corporation, Des Moines; Louise Bramblett, Wilkin Theatre Supply, Inc., Atlanta; Van Myers, Wometco Theatres, Miami, Fla.; J. J. Fitzgibbons, Jr., Theatre Confections, Ltd., Toronto, Canada.

Composed of manufacturers, concessionaires, and other leaders in the candy, popcorn, and allied fields:
A. F. Rathbun, Fred W. Amend Company, Chicago; Richard C. Fowler, The Coca-Cola Company, New York; Marvin Spitz, American Royal Candies, Inc., Los Angeles; Vincent O'Brien, Armstrong Popcorn Company, Lake View, Ia.; Charles G. Manley, Manley, Inc., Kansas City; W. B. Riley, Brock Candy Company, Chattanooga, Tenn.; Joseph Blumenthal, Blumenthal Brothers, Philadelphia; L. M. Shaw, Smith Brothers, Inc., Poughkeepsie, N. Y.; C. M. Said, McPhail Chocolate Company, Oswego, N. Y.



Designed for television audiences, but ideally suited for theatre patrons is this clever candy box which contains a miniature spotlight that goes on when the lid is raised, revealing the Gregor Spotlight Assortment of chocolates, a new line which was recently introduced by Gregor Chocolates, Inc., New York City.

Only the **NEW** *Manley* **ARISTOCRAT** has **ALL** these **POPCORN PROFIT FEATURES**

CASCADE KETTLE. New in design, new sizes, 12-oz. and 16-oz. Greater popping volume, more eye appeal, greater popcorn production. Concealed driving mechanism and concealed electric contacts. Snap opening lid, 360° turn.

GYROTATOR. Mixes corn, oil, salt, evenly. Ejects popped corn from the kettle, cascading it to the warming pan. May be quickly unscrewed and the inside of the kettle wiped with a cloth.

SEASONING WELL. New, automatic plug-in, heat controlled by thermostat, new type heating element. Quicker heating, longer life.

THREE-WAY HEAT CONTROL. Selective control turns out fluffier, better-tasting, popcorn. Increases popping expansion and gross profit.

SEASONING PUMP. New and improved. More accurate. Can be set for any desired amount in 1/2-oz. steps. Delivers liquified seasoning directly to kettle. Eliminates guess work. Makes better popcorn.

WARMING PAN. One piece of anodized aluminum, no seams, welds or rivets. Heats more evenly than any other metal.

INTERCHANGEABLE KETTLES. 16-oz. kettle fits 12-oz. machine and vice versa. Simple release lever disengages the kettle. Any operator can make the change. Only tool required is a coin from the cash box.

FOR BEAUTY you can't beat Manley's new Aristocrat. The red, cream and flash of polished stainless steel and aluminum make an eye-catching combination.

DISPOSABLE FILTER in absorption pan. Traps oil and salt bearing steam. Filters out impurities, releases only pleasant popcorn aroma. Drain pan daily.



YOU CAN HANDLE CROWDS FASTER AND INCREASE YOUR GROSS PROFIT BY USING THE CASCADE KETTLE...

*For Complete Information
MAIL THE COUPON NOW!*

© 1951, Manley, Inc.

Its interchangeable kettles, new-style seasoning well and pump, and new method of heat control make it the best popcorn machine ever. At little extra cost, it can be two machines in one. Use a 12-oz. kettle for slower mid-week operation, a 16-oz. kettle for the week-end rush. For more details, mail the coupon.



Manley, Inc., Dept. EX 2-14-51
1920 Wyandotte St., Kansas City 8, Mo.

I would like to have more information on the new Manley Aristocrat. Please have a Manley man call and bring me your booklet, "How To Make Big Profits From Popcorn."

Your Name

Business

Address

Best Time to Call

Manley, Inc. **GENERAL OFFICES**
1920 WYANDOTTE ST., KANSAS CITY 8, MO.
THE BIGGEST NAME IN POPCORN

SALES AND SERVICE OFFICES IN 27 CITIES • SEE YOUR TELEPHONE DIRECTORY

PROFIT ITEMS

Of special interest to theatremen are new developments in the field, offering possibilities of extra sales opportunities to alert showmen-tradesters

New Bobtail Fountain

Recently introduced by the Dallas Soda Fountain Company, Dallas, is the new bobtail fountain known as Hafer 78, a self-



Dallas Soda Fountain Company, Dallas, recently introduced this new bobtail fountain, known as the Hafer 78, said to contain many features of the larger dispensing units made by the company.

contained unit with dry refrigeration. All component parts are standard equipment,

and available anywhere in the United States, according to the company. The unit is described by the company as having a working surface made from one piece of stamped stainless steel, and equipped with storage compartment, syrup rail, dipper well refuse chute, and a non-tip airspace drain board. The refrigeration unit is protected by sealed-in cork-board and Ultra-lite insulation. Many other advantages are claimed for the fountain.

New Popcorn Machine

C. Cretors and Company, Chicago, recently introduced its newest popcorn machine, the Hollywood Jr. 55, described by the company as having a one-piece plexiglass top, stainless steel and glass popper case, hinged plexiglass doors in the rear. The machine is available with either six- or 12-ounce capacity popping units, the 12-ounce model having the tilting popper with an automatic cover lift. According to the company, this model was designed to fill the requirements of smaller theatres.



This is the new Hollywood Jr. 55 popcorn machine recently introduced by C. Cretors and Company, Chicago, and designed to fill the need of smaller theatres. Two models of the machine available.

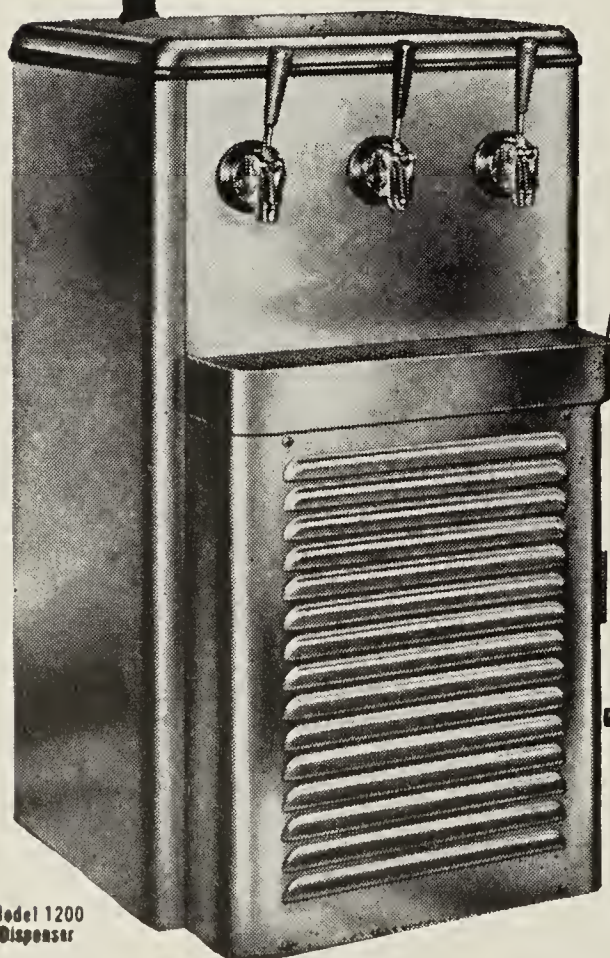
Orange-CRUSH Schedule Set

CHICAGO—Consistent with the beverage advertising logic behind the recent signing of Al Capp's comic strip "Li'l Abner" and all of the "Dogpatch" characters for promotion of Orange-CRUSH within the beverage industry, A. E. Fork, advertising manager, last fortnight released the list of media for the first three months in the 1951 advertising schedule. Full page color ads will appear in comic books during the first three months in the year. Li'l Abner has been promoting the sale of Orange-CRUSH for the past six months.



Theater Reports GROSS SALES \$1200

... GROSS PROFIT \$800 In One Week-end!



Model 1200 Dispenser

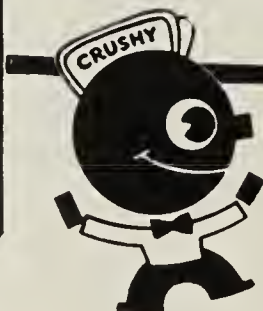
Orange-CRUSH and OLD COLONY ROOT BEER Model 1200 dispensers are bringing large extra profits to theaters and amusement places. Here are more examples:

- (Theater, 1000 seats) During first week sold 8000 drinks; gross sales \$800; gross profits over \$550.
- (Theater, 1200 seats) Three months gross sales over \$4000; gross profits over \$2800.
- (Chicago Livestock Exposition) Sold 83,000 drinks of non-carbonated Orange-CRUSH compared to 40,000 cola drinks, 49,000 candy bars.

The Model 1200 dispenser serves 500 Orange-CRUSH (non-carbonated) and OLD COLONY ROOT BEER drinks per hour. These taste-winning standard flavors served cool and fresh will build a volume business for you—any place where people gather. Write now for full details or call your local Orange-CRUSH jobber!

America's Finest Beverage Flavors!

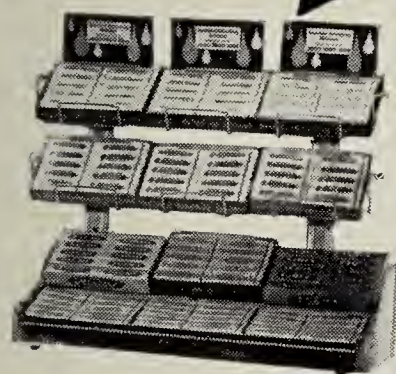
Orange-CRUSH • OLD COLONY: Root Beer, Grape, Orange, Lemon-Lime, Wild Cherry



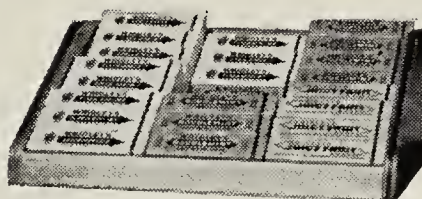
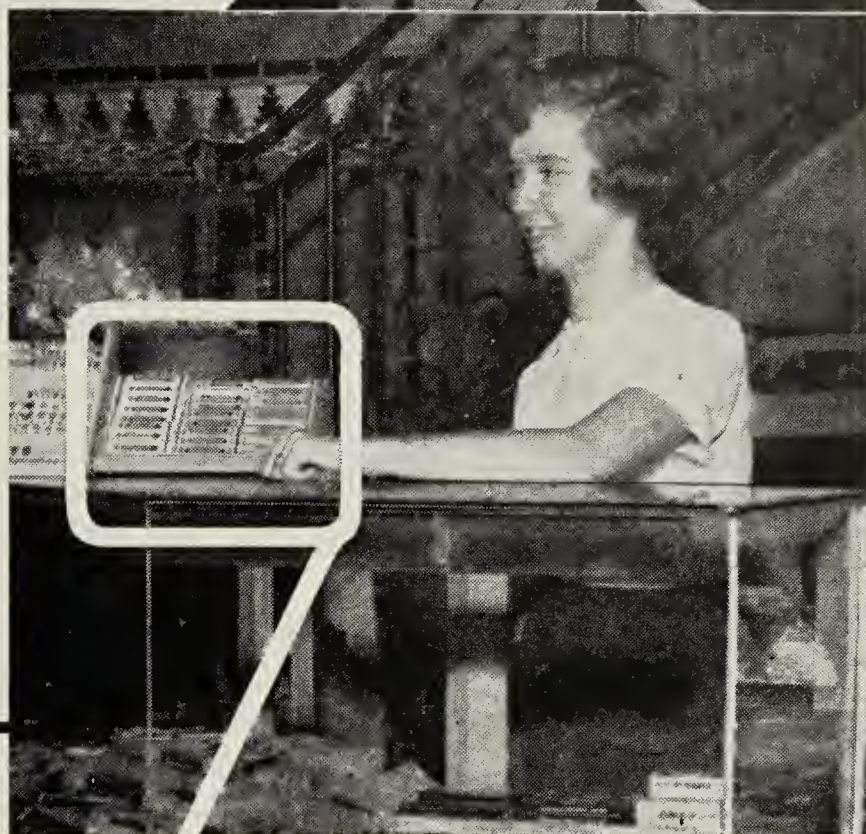
Orange-CRUSH Company

314 W. SUPERIOR ST., CHICAGO 10, ILLINOIS
In Canada: Orange-CRUSH Ltd., Toronto, Ontario

Experience Proves: Chewing Gum Will Add to Their Enjoyment of Your Theatre



Ambassador Theatre, Cleveland, Ohio, gets extra revenue by displaying and selling well known brands of chewing gum.



Roxy Theatre, Philadelphia, Pa., displays and sells popular brands of gum for convenience of patrons and for extra profits.

You build good will and extra profits by selling and displaying popular brands of chewing gum

Hundreds of theatres are cashing in on the fact that people like to chew gum at the movies. By making gum easily available, they offer a service patrons appreciate and increase their revenue. What's more, their patrons get extra enjoyment watching a picture thru the relaxation that chewing gum gives them.

Take advantage of the popularity of chewing gum. Display Wrigley's Spearmint, Doublemint, "Juicy Fruit" and other fast-selling brands in a good position where they can be easily seen and purchased. You'll be surprised at the volume of sales and added revenue you'll get. And you'll build good will with your patrons.



Profits Depend On Quality

(In a recent issue of *Mason Mint*, published by Mason, Au & Magenheimer Confectionery Manufacturing Company, Inc., there appeared the following editorial which should have pertinent interest for traders, in view of their experiences in the last war.—Ed.)

During the last war, we were practically buried in a pile of inferior, unknown candy bars that came on the market to take the place of the reputable and well-established candy bars that were being manufactured for consumption by the armed forces. Take a look around you now, and see just how many of those bars are still in existence today. We don't have to remind you that they're almost all long since off the market.

Most of us learned a lesson from this. We learned that the success of a product is in direct ratio to its quality, the integrity of the firm behind it, and the national advertising that makes the product a household word, and brings customers to the point where they'll select by brand name.

Let's look, for instance, at vending machines during the past war. If you'll remember correctly, many of these machines sold "cats and dogs". Once in awhile, the operator was able to secure a few bars of nationally advertised candy. He'll put them in the machine and the line of purchasers would be 20-strong by the time he had the machine loaded. As soon



A sports motif decorates the new green and yellow window box of the Pep-R-Mints line recently introduced by the Chase Candy Company, St. Louis. There are nine ounces of the confection to the box, and 24 boxes packed in each case.

as he slammed the door shut, the nickels would start sliding down the slot, and suddenly this one particular candy bar would be completely sold out. Customers flocked to this bar because it was a well-known, nationally advertised candy product. They only began buying the "cats and dogs" when they could buy nothing else. Given a choice, they bought by brand name.

The same thing is happening today. People don't change over night, and there is no reason to assume that they'll buy "cats and dogs" today when they wouldn't buy them yesterday. Consumers are still buying by brand names, and they'll always buy that way.

But today we're often faced with the temptation to sell a product that has a high profit margin. We tell ourselves that

"Push 10-Cent Items," Alliance Men Told

CHICAGO—In a recent bulletin issued to managers, Alliance Theatre Corporation stressed the importance of merchandising 10-cent items at the concession counter. The theatremen were told to increase their 10-cent goods and cut down wherever possible on five-cent items.

They were instructed to "display all 10-cent and higher-priced merchandise in a prominent part of the case, and tell all vending attendants to push the sale of these items. Salesmanship should be exercised in trying to sell something to each and every patron. The appearance and attractiveness of the vending stand will often prove the deciding factor in whether or not a patron entering your theatre will make a purchase," the bulletin stated.

if our vending machines are loaded with high-profit items, we'll make more money. Nothing could be farther from the truth. Would you rather make 1c each by selling 500 candy bars, or 1½c selling 50 "cats and dogs"? In the first case you make \$5.00, and in the other 75c. Sure the profit is higher on today's "cats and dogs", but who wants to eat the stuff, if they have a choice of something better?

And don't forget that *no manufacturer can cut prices today unless he cuts quality!* And so, when next you load your vending machine, or when next you sell candy to a retailer, remember that customers like quality, and they know that quality can be found only in products made by reputable firms, in products that are nationally advertised. Add it up and you'll see that *your profit depends upon the products you sell.* The better the product, the greater the profit.

Vendall Names Johnson

CHICAGO—Edward E. Johnson has been named general sales manager, Vendall division, Belvend Manufacturing Company, it was recently announced by the company's president, B. E. Hall. Johnson was formerly with Montgomery Ward as merchandise manager of 145 stores; with Butler Brothers, and Great Universal Stores, London, England.



A. O. Seehafer, center, vice-president and research and development director, Seedburo Equipment Company, Chicago, demonstrates the Steinlite Electronic Tester in measuring moisture content of popcorn at the recent Popcorn Industries convention and exposition in Chicago. Watching are Professor B. L. Weaver, left, University of Illinois, and Thomas J. Sullivan, National Association of Popcorn Manufacturers.

**Wherever you are—
warehouse stocks of
popsit plus
are waiting
to help you sell!**

**It's Available Everywhere
Because It's Demanded Everywhere!**

Gives popcorn wonderful butterlike flavor, color and aroma . . . produces fewer duds . . . no pre-heating needed . . . always liquid . . . comes in gallon can easy to use, easy to store . . . no waste . . . costs less to use.

Made of American Ingredients—Always Available!

popsit plus!

Made by C. F. Simonin's Sons Inc. Phila. 34, Pa.

POPPING OIL SPECIALISTS TO THE NATION

JUJYFRUITS ARE IN FIRST 10 TOP SELLERS AMONG ALL CANDIES IN NATION'S THEATRES, BOXOFFICE MAGAZINE SURVEY SHOWS



**And The Jujyfruit
Story Is Much The Same
Wherever These Tasty,
Flavorful Candies Are Available
To Consumers. They Really
Sell.**

HENRY HEIDE, Incorporated • New York, N. Y.

Candyly Speaking

(Continued from page EP-1)

that has been done by candy selling in a theatre has stemmed almost entirely from those theatre owners and operators who have become so enraptured with the extra profits business in their theatres that they have neglected spending the blood, sweat, and tears which are necessary to be a real showman, but rather they have spent their time in pushing their extra profits sales.

THEATRE OPERATORS must recognize that sound showmanship comes first, because if the patrons are not attracted to the theatre, extra profits sales are not made.

Bill England

CRETORS' MACHINES

PRAISED

by
**Theatre Chain
Purchasing Agent**



Here's what a large user of Cretors' Popcorn Machines has to say . . .

"We have found that your machines are producing for us the best volume and tastiest corn with the minimum amount of seasoning, and our installations so far have proven so successful that as we replace other conventional type machines, the Cretors automatically goes in."

Check Cretors Before You Buy

C. CRETORS & CO.
610 W. Cermak Rd. Chicago 16



The NEW Patented SPEED-SCOOP

Three times more efficient. Scoop and pour a bagful of popcorn in one single easy motion. Made of light, stainless aluminum. Cool hardwood handle. Perfectly balanced for maximum efficiency and speed. Only \$2.50 at your Theatre Supply or Popcorn Supply Dealer.

SPEED-SCOOP

109 Thornton Avenue, San Francisco 24, Calif.

**OUTDOOR
REFRESHMENT
SERVICE**
from Coast
to Coast
over 1/4 Century

**Refreshment
Service for
DRIVE-IN
THEATRES**

SPORTSERVICE CORP.
SPORTSERVICE BLDG. • BUFFALO, N. Y. Phone WA. 2506



Recently reopened after a severe fire, the New Augusto, Augusta, Kans., owned and operated by Dave and Aline Bisogno, now boosts this inviting concession stand, built around the Movie Hour Popcorn Fountain and the Drincolorator Drink Dispenser supplied by National Theatre Supply's Kansas City branch.



This spacious concession stand is a popular spot at the 1225-car Whittier Drive-In, operated by Pacific Drive-In Theatres in Pico, Cal. Patrons are assured of prompt, courteous service by adequate personnel.

Good

(Continued from page EP-3)

2. Shelves are arranged to provide for easy rotation of stock to insure efficient movement of stock.

3. Stock is delivered to the stand and from the basement stockroom by a manually operated dumbwaiter.

4. All doors are steel sheathed, and each has a combination lock.

5. A sweep-out chute at floor level provides for easy cleaning of the area behind the counters.

6. The vending area has its own exhaust system for air through a connection with the main air-conditioning unit.

7. A sliding fold door is used to enclose the stand at the end of the operating day. By this means, the last hour of operation is used to replenish counter stocks and displays out of sight of patrons, and the stand is ready for operation as soon as the house opens next day.

The stand has an overall length of slightly more than 34 feet, and is curved at both ends to conform with the contour of the lobby walls. The woodwork on the front cases is of rift oak micarda, the same as is used in the lobby. Advantage is taken of the curve in the stand by use of double units on each item of sale. For example, the animated popcorn display becomes noticeable immediately upon en-

trance into the theatre, and has its duplicate on the other end of the counter fronting the foyer. Four mechanically-refrigerated beverage heads are in operation.

Thoughtfulness for the staff is reflected in handsomely appointed dressing rooms and service quarters, making for excellent employee relations and high staff morale.

Ted Pappas, who managed the topnotch Milwaukee house when it was reopened, has moved up to district manager of the city's South Side. Edward D. Nelson now takes charge of the Strand, Edward J. Garchar assisting.

Spotlight In Chocolate Box

NEW YORK—Gregor Chocolates recently came up with a bright idea in candy packaging with its new Gregor Spotlight Assortment Box, which contains a miniature spotlight that goes on when the lid is raised. Designed with television audiences in mind, the novel package of chocolates may find favor with theatre patrons.

Novel Sales Approach

CHICAGO—A novel sales approach has been used by an extra profits attendant of late.

The aide asks: "Would you like the five-cent size for 10 cents or the dime-size for 15 cents?"

At least it's different, even if confusing.

NEWS OF THE

Territory

BRANCHES

Atlanta

Jimmie Howell, former booker for Wilby-Kincey, is now in Orlando, Fla. . . . Harry Balk and Jim Bennett, manager and assistant manager respectively, Flagler, Miami, Fla., were in. So was L. C. Worthington, Variety Drive-In, Tuscaloosa, Ala.

The Martins, owners, Martin Theatres, gave to Phenix City, Ala., a deed to Phenix City Airport and 100 acres of land for development into a recreational area. . . . Jack Wallis, assistant manager, Florida State Theatres, St. Petersburg, Fla., will be married soon to Barbara Ann Putnam.

Holding new posts are: W. A. Tison, manager, Dreka, Deland, Fla.; Horace Heley, assistant manager, Athens, Deland, Fla.; John Merry, assistant manager, Cinema, Miami, Fla.; Lief Erickson, assistant manager, Florida, Miami, Fla., and Walter Baker, assistant manager, Boulevard, Miami, Fla.

Joe Brown, former manager, Tillery, Knoxville, Tenn., is now manager, Jackson, Jackson, Tenn. . . . Joe Fink, who, at 19, became manager of one of Atlanta's leading theatres, has taken over the managership of the Garden Hill and Buckhead. Fink has been manager, Rhodes, for 10 years. His new appointment was announced by L. J. Duncan, owner, West Point, Ga.

William D. Kelly, Jr., sales supervisor, who joined U-I in 1948 as a salesman, was named branch manager, succeeding James V. Frew, elevated to the post of district manager supervising the Atlanta, Charlotte, Cincinnati, Indianapolis, and Memphis exchanges. He will headquarter here.

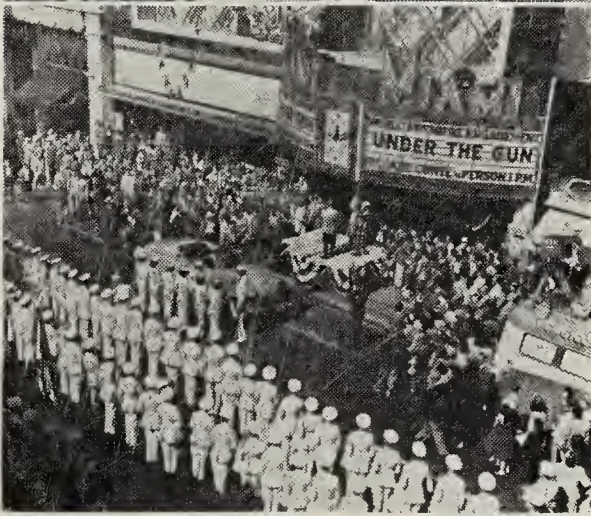
Hugh Owens, Paramount eastern and southern division manager, was in at the branch. . . . New managers include: George Follen, Hialeah, Hialeah, Fla.; Gerald Schumm, Riviera Beach, Fla., and Ralph Saunders, Roxy, Orlando, Fla.

The old love bug went down to Florida. Barbara Ann Putnam became engaged to Jack A. Wallis, assistant manager, Florida State.

Representative Charles Burgamy, who introduced a bill to tax each feature shown in Georgia \$500, said that the tax would not cost the theatre patrons a cent, and would come from Hollywood where the film people are making millions of dollars a year. "I think it's better for our needy children to have a glass of milk than for those Hollywood people to bathe in it," he said.

At Kay, Dick Regan, office manager-head booker, resigned to go with Paramount, Jacksonville, Fla. Paul Stevens, former booker, Republic, will take over.

Marking a new first in premiere activities, Susan Hayward, star of 20th Cen-



U-I's "Under the Gun" recently was premiered at the Miami, Carib, and Miracle, Miami, Fla., and, above, Miami's Mayor William Wolfarth presents the key to the city to star Richard Conte, who made appearances at the three theatres, while looking on are Sonny Shepherd, Wometco Theatres, starlets Bridget Carr and Jean Mills, and Mrs. Fuller Warren, wife of the governor.

tury-Fox's Technicolor "I'd Climb the Highest Mountain," addressed a combined session of the House and Senate as part of the ceremonies connected with the world premiere at the Paramount. At the end of her remarks, Miss Hayward presented Governor Herman Talmadge with an autographed copy of the film's working script. The premiere itself was one of the most gala ever seen in the city. Celebrities included Miss Hayward, Jess Barker, director Henry King, Governor Talmadge, Lieutenant Governor Marvin Griffin, and Mayor Hartsfield. Also in attendance were local political, civic, and social dignitaries. Festivities before the showing also included a square dance for celebrities and



In New York City, Cornel Wilde boards an airliner to Tampa, Fla., to begin work on Paramount's "The Greatest Show on Earth," which recently started shooting at Ringling Brothers-Barnum and Bailey winter headquarters in the Florida city.

other guests at the Piedmont Driving Club and a colorful parade to the theatre led by the Georgia Military Academy Band. Proceeds from the event are going to the Tallulah Falls School for mountain children.

Booking and visiting were: Ernest Ingram, Ashland and Lineville, Ala.; Mrs. Wallace Smith, Gem, Barnesville, Ga.; P. L. Taylor, Dixie, Columbus, Ga.; Sidney Laird, Al-Dun Amusement Company, West Point, Ga.; O. C. Lam, Lam Amusement Company, Rome, Ga., and Mrs. J. M. Lakeman, Princess and Dixie, Haleyville, Ala. . . . Manager Sam George, Paramount, installed a Cyclo-ramic custom screen. . . . Honer Clark, sales representative, Republic, resigned, and is now with Warners as sales representative for Alabama. . . . Jack Lancaster, son of Rose Lancaster, Astor, was back after a vacation in Florida.

The bill introduced by State Senator Charles A. Coffin to establish a state censorship board having the right to review advertising material, motion picture films, and theatrical productions was killed in committee. The proposal would have imposed a fee for reviewing of all shorts, features, and trailers, as well as a charge for reviewing press books and accessories.

Charlotte

The film industry closed down for one hour to hold a program in observance of "Brotherhood Week" at the Broadway. A. H. Duren, manager, Paramount, and H. D. Hearn were co-chairmen. Principal speakers were J. J. Kilroy, Rabbi Phillip Frankel, and Rev. Joseph L. Kellermann. . . . Tom Bailey, salesman, Metro, returned after attending a meeting in New Orleans. . . . A subscription contest was open to all carrier boys of The Observer in the city area. The carrier turning in the greatest number of new subscriptions won a new bicycle, and a chance to see a pre-showing of "Branded," Carolina.

Saxton Theatrical Service has taken over the buying for the Towne, Burlington, N. C. . . . The North 29 Drive-In conducted a contest to see how many people could ride in the same vehicle. A nightly prize was given, and the grand prize was a television set. F. M. Funderburk was in the lead with 28 passengers. . . . The Boulevard, Leaksville, N. C., was destroyed by fire. . . . Charlie McGee, formerly with ELC, replaced Mrs. Marion Meachum, booker, Screen Guild. . . . Mrs. Jean Brewer, formerly with Screen Guild, is in the poster department, National Screen Service. . . . Mr. and Mrs. Charlie Cash, Dixie and Joy, Kings Mountain, N. C., are spending the winter at Palm Harbor, Fla. . . . Mitchell Little, office manager, Republic, and wife spent a weekend in Durham, N. C.

Johnnie Johnston, office manager, Monogram, returned after illness. . . . New at Monogram are Mrs. Evelyn Mashen and Betty Donaldson, inspection department, and Miss Margaret Erwin, availability clerk. . . . Bob Graham, shipper, Paramount, will leave to join the armed forces. . . . F. H. Beddingfield, T. A. Little, and J. F. White, Jr., have formed the Cameron Theatre Corporation, which will own a new theatre in Cameron Village, Raleigh, N. C. The

theatre will be operated by Consolidated Theatres, Inc., another concern owned by the Charlotteans. The new theatre will open about March 1, and will seat around 700.

Corporal Robert Jackson, son of R. H. Carolina, Delivery Service, was confined with pneumonia in Albuquerque, N. M.

In booking were: A. T. Livingston, Victory, Wagener, S. C.; Floyd Baker, Baker, Spruce Pine, N. C.; Rudy Howell, Howell Theatres, Smithfield, N. C.; Bobo Harrill, Cliffside, Cliffside, N. C.; Mr. and Mrs. H. V. Hammond, Lake View, Lake View, S. C.; J. H. Highsmith, Trio, Robersonville, N. C.; C. B. Roebuck, Hamilton, Hamilton, N.C.; Finn Lee, Duplin, Warsaw, N. C.; Harry Cooke, Wayne and Center, Mt. Olive, N. C.; J. E. Massie, Ritz, Sylva, N. C.; A. C. McSwain, Red Springs, Red Springs, N. C.; W. H. Hendrix, Jr., Rockingham and Reid, Reidsville, N. C.; Mr. and Mrs. Carl Queen, Drive-In, Shelby, N. C.; Roy Rowe, Pender, Burgaw and Rowe, Elizabethtown, N. C., and Kit McGowan, Joyce, Spring Hope, N. C.

R. F. Branon's Charlotte branch maintained its lead of the company's exchanges at the end of the sixth week in the standings of RKO's 1951 "Ned Depinet Drive."

Sharyn, five-year-old daughter of Mr. and Mrs. M. Goodnough, Royal, Simpsonville, S. C., was critically ill in General Hospital, Greenville, S. C. . . . Mrs. Mary Chisholm, wife of Tommy Chisholm, Consolidated, was at home after several weeks in the hospital, and improving rapidly. . . . In booking were: Arthur Phillips, Strand, Walhalla, S. C.; Jack Davis, Drive-In, Laurens, S. C.; M. Goodnough, Royal, Simpsonville, S. C.; J. G. Wellons, Skyview Drive-In, Fayetteville, N. C.; T. W. Alridge, Avon, Elk Park, N. C.; Jim Hyatt, Midway, Lancaster, S. C.; John Bennett, Center, Clarkton, N. C.; Fred Curdts, Fox, Greenville, S. C.; Gilbert Faw, Drive-In, Albemarle, N. C.; J. Workman, Hollywood, Woodruff, S. C.; W. H. "Buck" Smith, Pal, Fairfax, S. C., and Sonny Baker, Carolina, Shelby, N. C.

Roy Helms is the new owner, Paramount, La Grange, N. C., formerly owned by E. L. Swinson. . . . W. E. "Ed" Stewart, Pastime, Concord, N. C., was a welcome visitor, having been away for several months due to illness. He was missed. . . . Miss Louise Borders, Exhibitor Service, and Charles Hogan were married. . . . Claude Casey and Fred Kirby, WBT singers, will be featured in "Kentucky Jubilee," to be produced by Screen Guild. . . . The Drive-In, Mt. Olive, N. C., closed. . . . Steven Shelton, husband of Virginia, Exhibitor Service, leaves on March 1 for the armed forces. . . . Congratulations go to Ernest B. "Billy" Simpson, office manager, Kay, and Miss Jackie Aiken, Timmons ville, S. C., married in York, S. C. . . . Carey Caudell, Danca, Wallace, N. C., returned after a trip to Miami, Fla. . . . On the sick list at Republic was Cleo McWhirter.

Martha Simpson, daughter of Jim Simpson, head shipper, Republic, was confined with mumps. . . . Local B-33 gave a dinner-dance at Fireman's Hall for members and guests. Music was fur-

Tri-States Meeting Recorded As Success

MEMPHIS—Despite the fact that the convention of Motion Picture Theatre Owners of Arkansas, Mississippi, and Tennessee was held during one of the worst cold spells ever to hit Memphis, many out-of-town exhibitors braved the slick highways to attend the meeting.

The election of officers was the important feature of the second day. K. K. King, Searcy, Ark., was elected president, succeeding Max Connett, Newton, Miss., who became chairman of the board. King is city manager for the Commonwealth Amusement Company, and operator, Rialto and Plaza.

M. A. Lightman, Jr., was named secretary-treasurer. The new vice-presidents for each of the three states are Gordon Hutchins, Corning, Arkansas; R. B. Cox, postmaster, Batesville, Mississippi, and Nathan Flexer, Waverly, Tennessee.

Elected members of the board from Arkansas were: Sam Kirby, Little Rock; Don Landers, Harrisburg; Roy Cochran, North Little Rock, and Mrs. Jesse Howe, Hot Springs.

The Mississippi members are Leon Rountree, Holly Springs; E. W. Clinton, Monticello; T. E. Williams, Clarksdale, and Earl Elkins, Aberdeen.

Representing Tennessee are Mrs. H. A. Fitch, Erin; Edward O. Cullins, Memphis; Mrs. Louise Mask, Bolivar, and Edwin P. Sapinsley, Memphis.

National representative on the TOA board is W. E. Ruffin, Jr., of Covington, Tenn.

Speakers included Gael Sullivan, Robert W. Coyne, Guthrie Crowe, and Ray Colvin. In predicting an amusement tax hike, Coyne said the Treasury was going to ask Congress for passage of a \$71 billion tax bill. The association approved COMPO, and passed a resolution as opposed to whole carloads of persons attending drive-ins at one price. The members also went on record as opposed to theatre people exaggerating the profits of concessions. It was pointed out that often the cost of equipment, attendants, and maintenance costs have not been considered.

Bob O'Donnell was ill in Dallas, and unable to attend.

The president's banquet and dance in Hotel Gayoso concluded the session.

nished by Billy Kanuff Orchestra. The local invited all office managers and wives. . . . Jim Slaughter, Atlanta, former softball pitcher and booker at Metro, was a recent visitor along Film Row.

Memphis

Cinema Productions, Inc., formed recently in New York, signed a contract with the Council of the Living Theatre to produce its first picture. M. A. Lightman, Sr., is president of the organization. . . . Edwin P. Sapinsley, Malco, Inc., has been named president, Federation of Jewish Welfare Agencies.

Mrs. M. F. Robinson, Clarksdale, Miss., has been awarded \$1,000 damages by a circuit court jury for injuries allegedly suffered in a fall at Loew's State.



A New Orleans department store featured this window display recently for UA's "Cyrano de Bergerac" at the Tudor.

Theatres were ordered by the city's chief building inspector to have roofs cleaned of a heavy snowfall before opening. The orders went out after two commercial building roofs and a residential roof caved in under the weight of ice and snow.

A bill was introduced in the legislature to increase the Memphis board of censors from three to five members, with the two additional members to be appointed by the mayor.

New Orleans

John Harrell, buyer-booker, Martin Theatres, with headquarters in Atlanta, was a visitor. . . . The Bradley, Bradley, Ark., was swept by fire. Joe Downs is owner-operator. . . . Honore Tate's Roxy, Lawtell, La., was completely destroyed by fire.

Edward Jenner postponed the opening of his Drive-In, Westlake, La., until steady warm weather warrants it. . . . Edward Richard, shipping clerk, Paramount, and Jerry Finn, inspectress, RKO, were married. . . . Tony Tortorich, Monogram Southern, and his minstrel troupe, composed of people of the service department will give a benefit performance on April 15-17 in the Little Flower of Jesus school auditorium.

Among the many friends an in-laws who showered William "Bill" Foto with many happy returns of the day on his 80th birthday were Warren Salles and sons, Jack and Phillip, Covington, La.; James Briant, Robert Kelly, Duke Duval, Luke Connors, Bertrand Kiern, Frank Heiderich, and Ed Ludmann.

Bertrand Kiern, owner, Happy Hour, entertained friends and relatives to honor Page Baker, Theatre Service manager, on his 49th birthday.

After a good showing in January, attendance fell when the weatherman ordered a halt.

Mississippi Theatre Owners Association directors held a special open meeting in Jackson, Miss., as a preliminary to the annual 1951 convention, set for June 24-25-26 at the Buena Vista Hotel, Biloxi, Miss.

Mardi Gras Day had everyone going to the carnival, wanting to share in the fun. Downtown theatres opened their doors early, and stayed open late. However, many of the neighborhood houses remained closed all day.

Arthur Manson, special press representative, was in to publicize "Cyrano de Bergerac," Tudor. . . . Babe Cohen, manager, and salesman Nicaud, Lippert, were back from a trip to Meridian, Miss., and Nashville, Tenn.

In booking were: B. V. Sheffield, Poplarville, Miss.; Mr. and Mrs. M. G. Bennett, Tchula, Miss., and Pete Gauthier, White Castle, La. . . . Charmaine Derbes, secretary, Stevens, was on the sick list. . . . Henry Gossin's Gossin, Rayne, La., was completely destroyed by fire.

Joel Bluestone, Republic salesman, checked in. . . . At Paramount Gulf Theatres, Inc., Frank Sanders, general utility man, and Holland Smith, manager, Saenger, were recovering after operations. . . . Mrs. George, mother of Don George, head of the circuit, has been very ill, which necessitated George cancelling reservations for the recent meeting in Memphis.

Roy Pfeiffer resumed operation of the Istrouma, Baton Rouge, La., which he and former coowner Jeff Rebstock recently turned back to owner Joseph A. Barcelona, along with the Tivoli and Avenue.

The home of Gaston Dureau was ransacked and burglarized. Damage to the contents was severe. . . . Mrs. Max Heine was in the hospital for an emergency operation.

Mrs. Peggy Heaton, for many years at Paramount-Richards and later Paramount-Gulf, resigned to devote her time to her home duties. . . . Max Connett and associates will go ahead with building a new drive-in near Forest, Miss. . . . Lillie May McMillan is back to her first venture in the film business after two years of home activities. She is temporarily helping out manager Bob Kelly, Dixie.

Robert A. Kelly, Jr., son of the manager of Dixie, received his greetings. . . . Connie Aufdemont and husband were hospitalized after an automobile ran into their car. She suffered chest, leg, and face injuries and he had limb injuries.

John B. Dumestre, president, Southeastern Theatre Equipment, was a visitor at the store. . . . Harry H. Thomas Essex, was a caller. . . . "September Affair" had a midnight special showing at the Saenger for the benefit of the United Cerebral Palsy Association of Greater New Orleans. The Saenger, its employees, and Paramount, contributed the service and film. Members of the Debutante Club staged a parade through the lobby.

It was "happy birthday" for Violet Carroll, Republic inspection department, and Henrietta Coig, head inspectress, celebrated a birthday. She entertained her coworkers to a turkey dinner in her new home in Metairie, La.

Oliver Unger, special representative, Distinguished Pictures, spent several days with Mr. and Mrs. Milton Dureau, Masterpiece. They made arrangements for "Seven Days To Noon." . . . Wilma Graham, booker, and Vivian Stockstill, cashier, Republic, are back after illness.

JOY THEATRES, INC.—Joy N. and Fred Houck flew in from Shreveport, La. . . . Ernest D'Amores, manager, Churchpoint, La., was a caller. . . . Patricia Wagner replaced Billy Bagley as the "hello" girl. . . . Nola Regonffre is a newcomer in the clerical department. . . . Joy's happy girls gave a Mardi Gras party in the main office quarters. Husbands and boy friends were guested. . . . W. A. Hodges, general manager, checked in visits in Little Rock, Ark., Shreveport, La., and vicinity.

Jack Auslet added another attraction to his extra attractions, the Melody Kings, New Orleans' own ripping musical quintuplet, and a sweet singing lassie, Patricia Suzeneau.

William J. Bloecher died at his home on Jefferson Davis Parkway. He had been in ill health for quite some time. Among his survivors are nephews Charles and Roy Varnado, Warners.

William "Bill" Foto was feted at Arnaud's by his many friends of the industry. He joined the ranks of the octogenarians. Foto was the first to put a theatre in Algiers, a portion of New Orleans, on the west bank. Even though retired from active business for a score or more years, his enthusiasm and ardent showmanship march on.

K. O. McNair, formerly of Delta Supply Company under John Elzy, now Southeastern Theatre Equipment, motored in from Hattiesburg, Miss., for a visit with his friends. He operates his own equipment business in that city.

The Lawtell, owned by John Tate, at Opelousas, La., and the Peggy, Rayne, La., were destroyed by fire.

A Caddo parish woman filed a \$55,862.28 damage suit in U. S. District Court, Shreveport, La., for injuries allegedly received when she tripped, and fell down a flight of stairs at the Joy, Shreveport.

NATIONAL SCREEN SERVICE—Adelaide DeLatte replaced Nina Roser, who resigned. . . . Shirley Folz was chosen maid in the Krewe of Cronus Ball, Algiers, La.

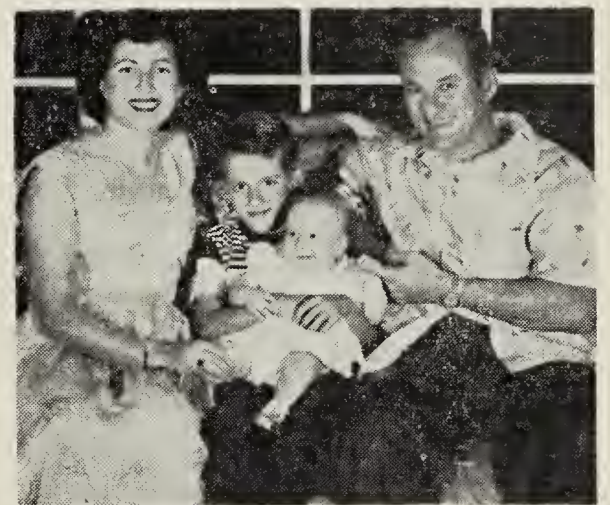
Transway, Inc., entertained employees to a dinner at the Jung Hotel, the annual profit-sharing get-together. C. W. Brandon, Gilbert Brandon, and G. W. Simpson, Memphis, attended.



Ronald Reagan chats with patients at the U. S. Naval Hospital during his recent visit to Jacksonville, Fla., for the opening of Warners' "Storm Warning."



John Grainger, office manager, Columbia's New Orleans branch, smiles proudly as he exhibits the first prize and other awards he won in a recent rose show.



A happy family group is Mr. and Mrs. James Tringas, Fort Walton, Fla., with their children, Johnnie and Lark Elaine. Tringas operates the Tringas, Fort Walton, the Bay, Niceville, Fla., which he recently purchased from W. H. Ward, and the new Florida, in Shalmar, Fla.

Branch manager Billy Briant, 20th-Fox, attended screenings in Jackson, Miss. . . . J. E. Grible was here for a special screening of "Fabila."

State Senator Dudley LeBlanc's medicine show was presented at the Palace.

Exhibitors visiting were: William Lighter, Jr., head, Southeastern Theatres, Inc.; Ernest Clinton, Monticello, Miss.; Mike Ripps, Mobile, Ala.; L. D. "Toto" Guidry, Ville Platte, La.; Mr. and Mrs. Tanos Joseph, Franklin, La.; Ernest Delahaye, Maragouin, La.; O.



While visiting Memphis recently on behalf of her latest Paramount picture, "Branded," Mona Freeman took time out at the Shrine's Crippled Children's School.

Gaude, Port Allen, La.; Felix Herbert, Hayes, La.; H. D. Vucovich, Pensacola, Fla.; John Luster, booker, Page Circuit, Robeline, La.; A. Harry Comak, Broussard, Broussard, La.; Victor Smoltich, Roxy, Biloxi, Miss.; A. W. Ansardi, Burras, La.; Lew Langlois, New Roads, La.; Paul and Rene Brunet, city neighborhood theatres; J. A. Parker, Westwego, La., and F. G. Pratt, Jr., Vacherie, La.; Floyd Murphy, Strand, Vicksburg, Miss.; F. G. Pratt, Jr., Vacherie, La.; Joe Wallace, Harlem, Thibodaux, La.; A. W. Vowell, Taylorsville, Miss., and R. E. Carolla, Slidell, La.

George Pabst checked in after a swing of centers plugging "My Brother, The Outlaw." . . . Mr. and Mrs. Ronald Russer, Holsten, Ia., wanted to know how exchanges were operated.

William "Bill" Cobb, president, Exhibitors Service, Inc., returned from a trip to north Louisiana points. . . Eugene O'Brien, auditor, Lippert, was here on his annual visit.

Dan Lamantia, son of Roger Lamantia, manager, RKO, died. He was 25, the youngest in the family. He had been in ill health for many years.

Rev. Edward J. Murphy, Rabbi Julian P. Feibelman, and the Rev. J. D. Grey, guest speakers at the industry rally for "Brotherhood Week," urged that the industry use all its power in the promotion of brotherhood among men. The meeting was held in the Tudor with more than 500 in attendance. It was presided over by exchange area chairman George R. Pabst. Norman L. Carter, cochairman, New Orleans area, introduced the speakers. Both Carter and Abe Berenson, cochairman expressed their cooperation and full support.

Florida Miami

Walter Colby, Claughton pubrel, reports that manager Harold Watson, Trail, found juvenile patrons keenly excited about "Perils of the Darkest Jungle" and the contest for best dressed cowpunchers.

William Headley added the duties of manager of the reopened Hialeah to the many others he fulfills at the Claughton home office. . . The Olmopia staff loses Robert Wilson in the March 1 alerting of the 435th Air Reserve. . . A fall in the Surf had repercussions when the allegedly injured patron filed a \$50,000 damage suit in the circuit court against Wometeo.

"Hi-yo Silver" will resound on the amplifier of the Orange Bowl Stadium

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Joan Fontaine is seen as she recently arrived in New York City from Hollywood for the opening of her latest Paramount picture, "September Affair."

on Feb. 23, 24, and 25 when the famed cowboy and steed will be featured in a benefit Variety circus sponsored by Tent 33, Variety Club. Proceeds go to Variety Children's Hospital. Jack Bell is general chairman, ably assisted by Ernie Seilern, Frank Wirth, Dave Endy, and others.

Walton Cakerson, Essex, has built up a large birthday club at the theatre. Local newspapers from the surrounding areas furnish names of potential members in the birth announcement lists, and these are welcomed into the fold via congratulatory passes.

Georgia Gainesville

The Georgia Theatre Company has started sponsorship of a radio quiz show, "Who's Talking?", over WDUN. According to Paul C. Plaginos, circuit city manager, all four Gainesville houses, the Royal, Ritz, Roxy, and State, are advertised on the daily quarter-hour quiz show. The theatres contribute a jack-pot, which is increased daily until a contestant correctly identifies the mystery voice. Then a new jack-pot and a new mystery voice are started all over again. Jack-pot winners also receive a two-month pass good at any of the four Gainesville theatres. Listeners called who are unable to identify the mystery star receive a theatre pass as a consolation award. "Who's Taking?" is a syndicate feature produced by Hal Tate Productions, Chicago.

Savannah

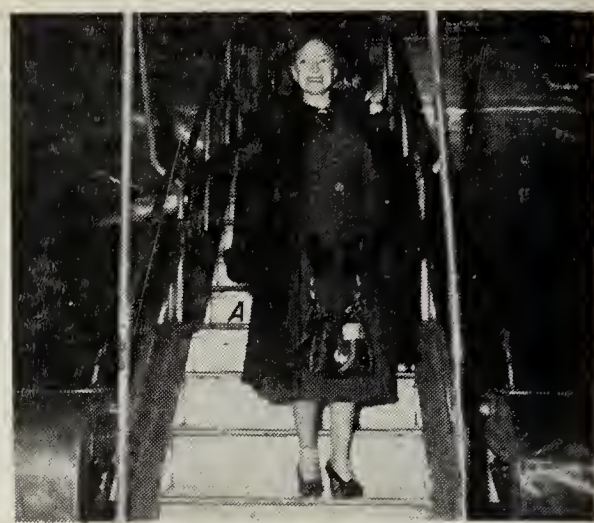
St. Mary's, dark since the expiration of the contract of Wells Theatre interests, reopened under the management of L. O. West.

Mississippi Gulfport

The new 1,250-seat Legion opened. The The Joe Graham Post, American Legion, owns the theatre.

North Carolina Durham

The Center trophies, awarded annually for a number of years by the Center to the players on the Duke University and Durham High School football games adjudged by their teammates as the most valuable players on their teams, were



Helen Hayes is seen as she recently arrived in Hollywood to begin preliminary work on her forthcoming Paramount picture, "My Son John," which starts soon.



Fourteen-year-old Italian opera star Anna Maria Alberghetti, who recently completed an important role in Paramount's forthcoming "Here Comes The Groom," stopped off in New York City with her father to meet Paramount President Barney Balaban before she returned to Italy to further her music work.

presented by Noble Arnold, former manager, Center, who was transferred recently to Atlanta, Ga. Arnold flew up from Atlanta for the presentation, staged in the Duke gymnasium during the half of the Duke-Wake Forest basketball game.

Tennessee Nashville

Representative J. Earl Drinnon says that he will not attempt to close the theatre in Oak Ridge, Tenn., on Sundays if he can solve the complicated legal problems facing him.



Republic President Herbert J. Yates is shown as he recently received the Veterans of Foreign Wars Gold Citizenship Medal and Certificate of Merit at a Los Angeles luncheon in his honor. Presentation is made by VFW head Charles Ralls.

NEWS OF THE

Territory

Chicago

Lester Stepner, manager, 400, acquired from Essaness by Jones, Linick, and Schaefer, has built up a good clientele by sending residents postcards on coming pictures. . . . Joe Boston was added to the Astor staff.

With the appearance again of counterfeit \$10 bills, practically all cashiers have been instructed to present all of that denomination to managers for scrutiny. . . . Louis P. and Neoma Cochovet, owners of a drive-in near Plymouth, Ind., received a \$2,000 judgment from a casualty company on the grounds that it held up construction of the theatre for a period.

A second fire within a month occurred in the Loop block which houses the Astor. Theatre audience were not disturbed.

The censor board reviewed in 1950 5,566,000 feet of films. The footage was represented by 1163 pictures, of which 181 were foreign. Forty-six were labeled adult. . . . The Lyric, Salem, Ill., was reopened after improvements. . . . Sam Pirtle, president, Pirtle Amusement Company, Jerseyville, Ill., and his wife vacationed in Cuba and Florida.

B and K have set up a four-man advisory board to conduct the circuit's operations. It consists of John Balaban, president; David B. Wallerstein, general manager; William Hollander, vice-president and advertising director, and Harry Lustgarten, head film buyer.

Frank Riley is now managing the Sheridan. . . . Harry Shure, Astor, went to considerable effort to trace an army vet who had dropped a wallet containing his honorable discharge and citation papers. . . . Theatre owners are taking special interest in the fund-raising campaign of the Convention Bureau.

The Essex, Northside neighborhood house, was closed temporarily by Jones, Linick, and Schaefer. . . . The Variety Club gave a party for the "Red, White and Blue" cast. . . . Fire department heads and city officials are inspecting theatre basements to designate those most suitable as emergency shelters.

B and K raised \$150,000 in 1950, principally through a TV marathon, for the Cerebral Palsy Foundation. Of this sum, \$50,000 has been given to the University of Illinois medical department for research, and the remainder is being allotted as vital CP urgencies arise.

A million-dollar triple damage anti-trust suit was filed at Springfield, Ill., by Springfield Drive-In Theatres, Inc., against seven major companies and four circuits. The suit alleges that the defendant distributors refused to make pictures available to the Drive-In until after they had been shown, during 1947 and 1948 and 1949, in other Springfield theatres. A single exception is cited in the complaint with the statement that in 1949 Metro permitted one of its films to be played at the outdoor 14 days after first-run. The plaintiff claims that \$335,000 was lost in possible profits as the result of alleged illegal practices.

Denver

Ralph Lee, with Fox Intermountain Theatres for 20 years, retired from his last job, that of managing the Bluebird. Lee managed the America, now torn down, the Rialto, Tabor, Aladdin, and Bluebird. He was the guest of honor at several dinners and luncheons, and was the recipient of numerous gifts, the most highly prized of which is a ring, symbolizing his years in show business, and a band saw, which he will put to good use in his hobby, woodworking.

Alan Heid, Monogram booker, was transferred to San Francisco as salesman. . . . Frank H. Ricketson, Jr., president, Fox Intermountain Theatres, was placed on a committee that will put on a nation-wide campaign to raise \$750,000 for the Metropolitan opera company.

Dallas

A meeting of Texas film men was held to outline the group's participation in "Brotherhood Week." Speakers included: Dr. Lee, president, Southern Methodist University; Dr. David Lefkowitz, Rabbi emeritus, Temple Emanu-El; R. J. O'Donnell, vice-president, Interstate Theatres; Trueman Rembush, Indiana, president, Allied States Association of Exhibitors, and Arthur Mayer, New York, executive vice-president, COMPO. William O'Donnell, Interstate executive and Mark Sheridan, 20th Century-Fox, are co-chairmen of the observance in Texas.

Leonard Utecht, manager, Essaness Lake, Oak Park, Ill., recently married Irene Sypniewski, former aide, B and K Congress. He is on a leave of absence, with Edward Masters, former manager, LaMar, Oak Park, replacing him at the Lake. . . . McNeil Smith, manager, B and K Congress, was convalescing after illness. Gus Bjelke, assistant manager, Congress, is now at the B and K Harding in the same capacity. . . . Managerial changes in the Essaness Circuit moved Jimmy Smith, assistant manager, Lake, to the managership of the Southern; Lake service chief LeRoy Godke to the Southern as assistant manager, and

Southern manager Herb Crane and his assistant, Johnny Nassas, to the LaMar.

Des Moines

First-run houses in Des Moines boosted the adult night admission prices from 65 to 71 cents. The houses included the Tri-State Theatre Corporation houses and RKO-Orpheum.

A Purity Committee moved into action at Waterloo, Ia., and asked the manager of the RKO-Orpheum to stop showing "International Burlesque." The Purity committee was composed of the city police matron, a Catholic priest, three members of the PTA, and two World War II veterans. The committee said the theatre manager was "very cooperative," and the movie was withdrawn. The manager said he had not seen the film previously. . . . The owner of the Amuz-U, Rudolph Elman, ran into some unusual trouble. He was charged by the city of violating the city smoke ordinance.

J. J. Sparks, booker, RKO, received draft orders. . . . Tim J. Evans, Clinton, Ia., has been appointed chairman of the convention committee for Allied of Iowa and Nebraska. The annual will be held at Des Moines on April 10 and 11. A two-year agreement has been reached between Film Transportation company and Allied for transporting film in Iowa. Each individual operator, however, will negotiate on rates. The agreement provides for operation under the State Commerce Commission.

Kansas City

Mike Cullen, with headquarters in St. Louis, will include Kansas City in his Loew's Theatres division.

Elmer C. Rhoden, president, Fox Midwest Theatres, Inc., disclosed that five theatre TV systems have been ordered for the company's local theatres.

Los Angeles

San Diego, Cal., territory day found Joe Markowitz, La Paloma, Encinitas, and the Solano, Solano Beach; Leo Hamecher, Hillcrest and Ramona, and Jack Lowenbein, Rio. . . . Also seen every week is Ben Bronstein, now back in full swing with his Sunair Drive-In, Palm Springs, Cal. . . . Jesse Chinich, who resigned as booker-buyer, Arizona Paramount Corporation, was replaced by Dick McKay.

The trade was shocked at the untimely death of Leon Levy, 55, local manager for almost 20 years. He was manager, Arlington.

Wade Laudermilk, exhibitor of several theatres in Arizona, is still slightly hobbling around but getting along fine after a leg operation. He usually flies

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his own plane in. Another flying exhibitor is Dave Jarvis, Hub, Blythe, Cal. . . . Bernie Wolf, western district manager, National Screen Service, was back from a trip.

Congratulations to Eddie Duran, recently married. He is shipper, Warners. . . . Leslie Harper, Corona, Corona, Cal., entered the navy. Operation of the theatre will be handled by his brothers, Ernest and Jimmy, who also operate three theatres in Fontana, Cal. . . . The Foothill Drive-In, Rialto, Cal., is now being booked by Exhibitor's Service.

John DeCosta, salesman, RKO, went home due to the recurrence of a leg ailment. After a week, he was back in stride. . . . Deepest sympathy is extended to the family of Max Gumbiner, Elysian, who passed away in the Cedars of Lebanon Hospital.

The Picfair, formerly an "Academy of Proven Hits" house and now a bidding situation for 21 days availability, went into operation under Al Levoy. Levoy also operates the Crown, a first-run house in Pasadena, Cal., and the Temple, Glendale, Cal. Joe Moritz, present owner, Picfair, will seek his fortune outside of the business.

Carl Young, for many years at the Victoria, is now manager, Colorado, Pasadena, Cal. . . . For the first time in three months, Ernest Martini, Rancho, Arvin, Cal., was in. . . . Al Hanson, with several theatres in the Huntington Park, Cal., area, left with Mrs. Hanson for an extended vacation. . . . Visiting Warner exchange was Herman Goldberg, home office purchasing department.

All exchanges closed, and all employees as well as exhibitors attended a meeting on "Brotherhood Week" at the Fox West Coast Boulevard. Fred Greenberg, chairman, "Brotherhood Week," exchange area, opened the meeting, and introduced Variety Club International National Chief Barker Marc Wolf and Dr. Lindsey Young. . . . A belated welcome goes to Charles Gary, who recently joined MGM as salesman. He was formerly connected with MGM studios as assistant to a producer.

Film Row was saddened by the passing of Abraham L. Gore, a pioneer in theatres. Real estate holdings which include many of the buildings in which film companies and other businesses are housed are owned by Abe and his brother, Mike. . . . Frank Castle, booker, Theatre Booking Service, left the company to seek new interests. . . . Sid Kurstin is back. Owner of the Boulevard, Belvedere Gardens, Cal., he was rushed to the hospital for an appendectomy. . . . Joe Woods, Rowena and Park, Chandler, Ariz., recently suffered a broken arm.

U-I recently acquired a new addition. Salesman Jack Zamsky, who finally realized his ambition to land in California, was transferred from Salt Lake City to replace Al Bowman, now with Calpac Operating Company. . . . Seen on Film Row was William Fulton, owner of three theatres in Kansas City, who recently won a \$1,125,000.00 suit against nine film companies. Fulton was in in

Lew Herb Reports On Houston, Tex.

(Continuing his journey in Texas, EXHIBITOR representative LEW HERB records doings in Houston.—Ed.)

Our further visits took us to the OST, located on the Old Spanish Trail, from whence it derives its name. This theatre is owned by Mrs. Eula A. MacKinney,



LEW HERB

whose husband opened it in 1947. He has since passed on, and Mrs. MacKinney and a brother-in-law now handle both booking and buying and physical operation. In the midtown district, we stopped in at the Delman, an I. B. Adelman houses and chatted with manager Ellis Ford, handling this deluxe neighborhood for five years. Prior to that time he was with Interstate. In the Bellaire section, we went to the Bellaire for a chat with Colonel V. A. Barraco, indeed proud of this new 1200-seat theatre, opened last year. He also operates the Roxy, and is a veteran exhibitor, besides having nobly served his country in two wars.

Our next call took us to the Santa Rosa, first post-war Interstate house and under the management of Hank Hannington, who opened it for the company in 1946. This is a deluxe operation, one of the finest in the city. Hannington has been with the company for the past 15 years.

Another Interstate theatre was next on our list, and we were soon chatting with Preston Huey in his office at the Wayside, where he has been located for two years. Prior to taking over the Wayside, he had served an apprenticeship

the interests of his Bay, Pacific Palisades, Cal.

Milwaukee

Harry Wandrus, for the past nine years assistant manager, Saxe's Savoy, is leaving show business for good, he says.

More than 200 people attended the "Brotherhood Week" kick-off program at the Varsity. Among those present were: Theodore Coggs, former president, Milwaukee chapter, National Association for the Advancement of Colored People; Mrs. George P. Ettenheim, Milwaukee County Brotherhood Week chairman; Delbert J. Kenny, West Bend, Wis., state chairman, Brotherhood Week; Christ T. Seraphim, a former county commander of the American Legion; Maurice Terry, director, Wisconsin region, National Conference of Christians and Jews, and Jack Lorentz, 20th Century-Fox executive, and chairman industry's part, "Brotherhood Week."

The Clintonville, Wis., Dairyman's State bank, in concluding 31 years of service to the city, held its annual meeting at the Grand to feature its annual report and stockholders' meeting.

that started in one of the downtown houses, eventually working his way up.

We next dropped in at several drive-ins which dot the city. At the Winkler, we chatted with Earl De Vane, here for a year, transferring from San Antonio, Tex., where he was at the Trail.

At the South Main, another Ezell operation, as is the Winkler, we talked with manager Bob Bru, who also worked at the Trail, San Antonio, before moving to Houston.

At the Don Gordon, a conventional house, we chatted with E. H. Forsythe, owner, who just got back after undergoing major surgery. Mrs. Forsythe does the booking and buying for the theatre, named after two sons, Don and Gordon, but she was visiting Dallas on a delayed booking-buying chore.

Another neighborhood house, the Navaway, was our next call, but Mrs. Ruby Gibson, was also in Dallas so we visited at the Vogue, where T. J. Cheney, Jr., owner, took over recently. A projectionist for the past 14 years, Cheney is still pursuing that profession, and we found him in the booth.

Mitchell Lewis, owner of several colored theatres, was out-of-town at the time of our visit. Our further visits took us out-of-town, and our first stop was in Rosenberg, Tex., where we dropped in at the offices of Mart Cole, Sr., pioneer showman. In business over the past 30 years or so, Cole operates 13 theatres, and recently opened the Twin-City Drive-In, between Richmond, Tex., and Rosenberg. This is a deluxe 600-car operation, completely equipped by RCA. We also chatted with one of Cole's sons, Jack, who recently joined his dad in the operation of the theatres after spending about 10 years in distribution, where he was connected with Paramount, Republic, U-I, and National Screen Service. Mart, Jr., was out-of-town but we did get to say "hello" to E. W. Grisham, who manages the Twin-City Drive-In for the Coles.

Warner's Tommy Kalkhoff is a private first class in Korea, 25th Infantry. . . . That man Nimmer, Granada, arranged the stage show which brought out the entire Arnold's Accordion School. Tom Senger, his needy assistant, was in there pitching.

Warner manager "Pappy" MacDonald has been at St. Mary's Hospital. Bob Groenert, assistant manager, has been carrying the ball. Groenert just got himself married to the Alhambra's Eunice Scharf. . . . "Seesall-Knowsall" Warren Haynes, genial Warner aide, has son Paul and daughter Pauline on the staff. . . . Eddie Friedwald, Alhambra manager, reentered the service.

Frank Fischer's Exhibitors Poster Service, moved to 714 West State Street, the former Screen Guild headquarters. Screen Guild has taken over the FC place. Fischer has been down with a foot ailment. Mel Olson is manager, Jimmy Mayer assisting, during his absence from the office. Exhibitors Poster Service recently signed contracts for premiums with the local Delta, Platteville, Platteville, Wis.; Rialto, Edgerton, Wis., and the Dells, Wisconsin Dells, Wis.

The AITO's bulletin to all members included a list of all Wisconsin legislators.

Minneapolis

Attorney General Ralph Dunham, South Dakota, ruled at Pierre that a "Bingo" game conducted as an added feature to a theatre program is an illegal lottery. Dunham delivered the ruling in response to a request from States' Attorney Richard Bielski, Sioux Falls. Bielski asked if a "Bingo" game set up in the lobby of a theatre, and to be played free as an inducement to prospective theatres patrons, would be illegal.

Byron Shapiro, city salesman, Columbia, has been named manager at Des Moines. He replaces Eddie Hochstim, transferred to Detroit. Shapiro has been with Columbia six years, starting as a booker. . . . James W. Lewis is the new manager, State, Huron, S. D.

Minnesota Amusement Company will experiment with a policy of no moveovers in Minneapolis following the close of "Harvey" at the Century. Heretofore, the house has for the most part been used for shifted first-runs, with occasional moveovers to the Lyric, but both stands have been alternating on various policies. Meanwhile, Don Swartz and associates will test first-run of "B" pictures at the loop Aster.

Tremann Circuit closed the Lake, Howard Lake, Minn. . . . Alfred Domier is completing interior decorating at the Roxy, Portland, N. D. . . . Dale Leshner completed extensive remodeling at the Mascot, Mobridge, S. D. . . . Fred House, sheriff, Fayette county, Iowa, purchased the Plaza, Monona, Iowa. . . . Recent out-of-town exhibitors on Film Row were: Irving Stalke, Kenyon, Minn., and Ralph Swanson, Ely, Minn.

The Westgate, near the swank Country Club district, is inaugurating a policy of showing art films on Wednesday through Saturday every week.

Reconsideration of its action in banning showing of "The Miracle" was asked of the St. Paul, Minn., city council. The request was made by Dr. Irving A. West, chairman, Protestants United, in a letter to the council. The council banned the film on a recommendation of the Knights of Columbus.

Ben Delzer is general contractor on the new \$100,000 Dakota being erected at Bismarck, N. D. . . . Ed and Hildegard Kraus, he's been city manager at Fargo, N. D., since 1925 for Minnesota Amusement Company, celebrated their silver wedding anniversary.

Omaha

Four Omaha first-run houses increased prices. Three Tri-States Theatres houses, the Omaha, Paramount, and Orpheum, raised from 65 to 70 cents. The State jumped from 65 to 75 cents, and the RKO-Brandeis boosted from 65 to 70 cents. . . . Don Shane, Paramount manager, sent 150 Marine recruits off to boot training with a preview of the "Halls of Montezuma."

Walt Hagedone, Cozad, Neb., exhibitor, again has been named fire chief. . . . Personnel of all branches took an hour to attend a "Brotherhood Week" programming session at the Omaha. I. M. Weiner, U-I manager, is chairman. . . . New manager of Ralph Blank's three neighborhood houses is Raymond Haselo, who replaces Bud Marshall. . . . A bill has been introduced in the legislature which would forestall installation of television sets in autos.

Robert Long, Warners' home office representative, visited. . . . John Wayne was made an admiral in the fictitious Nebraska navy when "Operation Pacific" was shown at the Orpheum. . . . Marlin Hinrichs, Orpheum student manager, joined the marines. . . . An injured elbow was the injury for Katy Nodean, MGM head inspectress, when she fell from a stool. . . . The Ballantyne Company, as in World War II, is preparing to bid for government contracts.

Portland

In connection with Columbia's "Emergency Wedding," manager Russ Brown, Paramount, offered a one-month pass for two for the best local story about an "Emergency Wedding." . . . Ted Galanter, MGM exploitation, brought Kathryn Grayson into the northwest for personal appearances for "Ground for Marriage" . . . Harold Lawrence, manager, J. J. Parker's United Artists, was married to Miss Louise Dizard. . . . Foster Blake, western division manager, U-I, and Barney Rose, district manager, conferred with officials of J. J. Parker Theatre. . . . George R. Giroux, field representative, Technicolor, was in. . . . Cast members of the Portland Civic Theatre production, "Born Yesterday," were guests of James R. Beale, manager, Columbia, for a preview of the film version. . . . Archie Holt, representative, U-I, covering Central Oregon.

St. Louis

The board of directors and officers of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois, met, Tom Edwards, Farmington, Mo., presiding. Under discussion were plans for holding a regional meeting. The committee handling details for the regional meeting is composed of Russell Armentrout, Louisinus, Mo.; Tom Bloomer, Belleville, Ill., and Lester R. Kropp, St. Louis, secretary of the MPTO group. Another matter that occupied the attention was a report from the local legislative committee.

In Farmington, Mo., Tom Edwards, Edwards and Plumlee Theatres, was installed as president, Farmington Chamber of Commerce.

The worst weather conditions in 40 years coupled with the switchmen's trouble, kicked the props out of attendance throughout the trade area. The railroad tied up as such had a minimum effect on film shipments from St. Louis, since only a handful of the 640 theatres served out of St. Louis still receive their shows by railroad express or parcel post. Inbound shipments of films to the exchange, however, are generally handled by express companies.

In Mound City, Mo., the State was badly damaged in a fire that destroyed a three-story building, including nine apartment suites, and later spread to the theatre and other adjoining buildings.

In St. Elmo, Ill., Warren Beckemeyer, who had assisted his mother, Mrs. Catherine Beckemeyer, in the operation of the Gem, Trenton, Ill., assumed his new duties as manager, Elmo, owned by Charley Beninati, Carlyle, Ill.

In Bridgeport, Ill., Frisina Amusement Company, Springfield, Ill., plans to reopen its Capitol, which has been dark since September. Ross Scaggs has been named as resident manager.

In Highland, Ill., Kerasotes Brothers Theatres, Springfield, Ill., installed new projectors in their Lory.

The closing of the Memphis exchange of ELC added a number of southeastern Missouri and northeastern Arkansas theatres and towns to the St. Louis office's territory.

Reconstruction of the Uptown, Alton, Ill., damaged by a fire, is proceeding. The Joe Hornstein, Inc., office will install new Century sound system and speakers.

Triangle, headed by Cliff Mantle, moved into the former Film Classics exchange quarters, 3334 Olive Street. . . . Tommy Williamson, Jr., manager, Movie, returned from a Florida vacation. . . . Maurice Schweitzer, Monogram-Allied Artists manager, reports that "Monogram Week" will set a new record for the exchange.

Improvements to the Madison, Madison, Ill., owned by Mrs. Regina Steinberg, are proceeding. . . . Joe Hornstein, Inc., installed new Century sound equipment and speakers in the Savoy, Normandy, and Virginia, Wehrenberg Theatres Circuit.

In the pending anti-trust suit of Louis Sosna, former operator, Sosna, Mexico, Mo., against the Frisina Amusement Company, its Mexico, Mo., affiliate, and various distributing companies in the United States District Court before Judge George H. Moore, the case, which had been set for trial, was passed for further order of the court.

Managers of the various exchanges made plans to utilize the full benefit of "Brotherhood Week" at the Shubert. Principal purpose of the meeting was to outline the general plans for local participation by industry men and women in "Brotherhood Week." The Shubert gathering called by Harry J. Haas, manager, Paramount, district chairman, distributors, with Herb Bennis, manager, Loew's Inc., as the program chairman. Lou Ansell, Ansell Brothers Amusement Company, served as the master of ceremonies.

Lester Kropp, co-general manager, Wehrenberg Theatres, and Mrs. Kropp went to Florida for a vacation. . . . Louis Kerasotes, Kerasotes Brothers Circuit, Springfield, Ill., was home on a service furlough. . . . Harold R. Willett, owner, LeMar, Manito, Ill., was visiting relatives in the Panama Canal Zone.

Salt Lake City

Distributors and employees met Monday at the Lyric to discuss local participation in "Brotherhood Week." Speakers were Hack Miller, sports editor, The Deseret News, who represented the Church of Jesus Christ of Latter Day Saints; the Rev. McElmury, Episcopalian Church, representing Protestants; Rabbi Cardon, Montefiore Congregation, representing the Jewish faith, and the Rev. Burke, Catholic Church. The meeting was in charge of Disney Cohen, exhibition chairman, and Giff Davison, distribution chairman. Don V. Tibbs, Chief Barker, Variety Club, also addressed the group.

Mrs. Clyde Blasius, wife of the salesman, 20th-Fox, was seriously ill.

Wedding vows were exchanged by Miss Adeline Helen Schmidt and Charles Peter Tibbs. The bride is a daughter of Mr. and Mrs. Fred Schmidt, and the bridegroom is a son of Mr. and Mrs. Don V. Tibbs. Dad Tibbs is Chief Barker, Variety Club, and manager, Monogram.

San Antonio

The town's naval reserve, navy mothers, and members of the recruiting office were guests at a showing of "Operation Pacific," Majestic. . . . Ernest Roberson is the business agent, Local 407. Other new officials include Manuel Ayala, assistant business agent, and Joe Cuevas, vice-president.

In cooperation with the Liberty and Crichton, Conroe, Tex., a movie will be filmed of life in Conroe.

Jimmie Nagle, manager, Long's Theatres, Pasadena, Tex., reported that a "March of Dimes" container had been robbed. . . . The Port, San Jacinto, Tex., was the scene of a "March of Dimes" program, with the entire proceeds turned over to the campaign. . . . Mrs. Mary A. McDaniel, Alabama, Houston, Tex., was robbed. . . . Houston, Tex., theatre men staged a special "March of Dimes" benefit dance at the Plantation Night Club.

Bill J. Jones, named manager, Skyway Drive-In, Bryan, Tex., comes here from the post of manager, Avalon, Houston, Tex. . . . Work has been resumed on a drive-in at Baytown, Tex., which had been stopped by order of the NPA. . . . Roland Duus has purchased eight acres of land at San Angelo, Tex., on which he plans to construct a second drive-in. It will have a 400-car capacity. He already owns the Oad Drive-In. . . . M. Easterling opened his National, Mexia, Tex., after a remodeling program. Ted Spurgeon will be in charge. He is assistant manager, Esterling's Theatres, Mexia, Tex.

Marc J. Wolf, Indianapolis, Chief Barker, Variety Clubs, was guest of honor at the annual banquet of the Houston, Tex., Variety Club. Officers inducted at the banquet were Francis R. Deering, Chief Barker; L. C. Kirby, First Assistant Chief Barker; Conrad Brady, Second Assistant Chief Barker; Raymond M. Hay, Dough Guy, and Al Mortensen, Property Master.

Abigail Cecilia Mendoza has been added to the staff of Clasa-Mohme film exchange as billing clerk. . . . Five teenage boys and their parents appeared before the Juvenile Officers in connection with the burglary of the Harlandale. Jack Swank, manager, told police the ice cream vending machine had been also broken into.

San Francisco

Kay Yamada, new to the industry, joined U-I. . . . First owner to use girls for assistants because of men going into the armed services is the Golden State. At the Serra, Mrs. Betty Jones has been promoted to assistant, replacing Burton Hughes, who resigned to join the marines. At the Amazon, Helen Brown has taken over the assistant manager-ship left open when Byron (twin brother of Burton) Hughes joined the navy. . . . The first circuit to declare a moratorium on expenses and salary increases is Fox West Coast. This policy went into effect on Jan. 1, and will continue through March 31. FWC distributed merchandise bonus checks to district managers and bookers. . . . The first strictly vaudeville show in some time is at the Downtown. Blumenfeld Theatres leased the 1800-seat house to Harry Braemer, Edward G. Maley and Leslie Gillan. Braemer manages, and Del Davenport publicizes.

Scheduled for a March opening is the Trans-California Theatre Company Mission Street Drive-In, located just outside the city limits at Guttenburg and Lowell Streets. Jack Lourey, formerly with the United Artists and more recently with Trans-California, Santa Cruz, Cal., will manage. Bernard Nobler, San Francisco, is the architect.

Herbert Gunn, Fox West Coast, Tower, Fresno, Cal., has been transferred to manage the Hyde, Visalia, Cal., replacing Edward Thomas, resigned. . . . Dick Alexander, assistant manager, Tower, has been promoted to manager. . . . Hulda McGinn, public relations representative, California Theatres Association, was on the panel for the California Commission Convention, San Diego, Cal. . . . John Hobart, former drama editor, The Chronicle, was scheduled to sail for Palermo, Sicily. . . . Joseph Boyd, former manager, Brisbane, Brisbane, Cal., is now managing the California in the Valley. . . . Emil Palermo is now operating the Star, Stockton, Cal. He formerly leased the house to Harry Hayashino, whose lease expired. Hayashino is operating the Lincoln and Imperial, Stockton. . . . Mary Marquard, MGM, was recuperating at home after being hospitalized. . . . Alyce Lofaso, National Screen Service, was at Hahnemann Hospital for an operation. . . . Marion LaSchure, secretary to manager Jack Marpole, National Screen Service, resigned to accept a civilian job in Japan. . . . At Republic, Anne Reisenberg, formerly of ELC, is the booker who replaced Rita Clark Semple, resigned.

June Duffy, secretary to United Artists branch manager Ralph Clark, resigned to make her home in Los Angeles. Mary Ellen Averell succeeds. . . . Joan

Bezzosi, MGM, was married to Henry Judnick, and L. C. Wingham, branch manager, is riding around town in a new car. . . . Columbia sales manager Mel Klein is sporting a new car. . . . Fran Senez, new to the industry, is the telephone operator at Affiliated Theatres.

H. Neal East, Paramount branch manager, conducted a successful rally at the United Nations where plans for "Brotherhood Week" were discussed. Among speakers were Thomas Rowe, director, San Francisco Youth Association; Rabbi Morris Goldstein, Temple Sherith-Israel, and Bennett Justus, regional director, National Conference of Christians and Jews.

Visiting was Ray Syufy, Vallejo Automovies, Vallejo, Cal. . . . Top exploitation was done by the Golden Gate on "Gambling House" when manager Mark Alling hosted a preview and buffet supper at RKO exchange for leaders in the legal profession, newspaper representatives, police brass, and the California Senate. At the close of the program, Alling's guests requested more such previews, which proves he and his publicist, Bill Blake, did a good job of public relations for the industry.

Seattle

Parent-Teacher and Protestant church groups attended an invitational preview of "I'd Climb The Highest Mountain" at the Egyptian, arranged by Duke Hickey. Vic Gauntlett, director of advertising, Evergreen Theatres, preceded the screening with an address.

Sam Davis, MGM branch manager, acting as chairman of the theatres' participation in "Brotherhood Week," sponsored a Film Row meeting in the Trianon Ball Room attended by more than 250 employees of The Row. Exchanges were closed for the meeting, which was addressed by Alfred Goldblatt.

Harry Coburn, Columbia auditor, visited the exchange, accompanied by Jack Hollisher, newly appointed auditor. . . . John Olson has been made manager, Capitol. He succeeds Kenneth Anderson, resigned. . . . Ted Galanter, MGM exploitation representative, was here arranging for the personal appearance of Kathryn Grayson in conjunction with "Grounds For Marriage." Her Seattle appearance is also tied in with a beauty show staged by Frederick-Nelson department store called "Grounds For Beauty."

George Smith, western division manager, Paramount, was here from Los Angeles. . . . El Keyes, booker, Midstate Amusement Company, was here from Walla Walla, Wash., accompanied by Mrs. Keyes. . . . Oscar L. Chiniquy, Northwest manager, National Theatre Supply, and Mrs. Chiniquy returned from a vacation visit in Los Angeles. . . . Lucille Johnson joined the office staff of Lippert. . . . John McKeen, ELC, salesman, Portland, visited. . . . Wayne Theroit, Paramount branch manager, Portland, was on The Row. . . . Chilt Robinett, 20th Century-Fox branch manager, went to San Francisco.

NEWS OF THE

Territory

BRANCHES

Cincinnati

The local film industry had two plagues running together, snow and the rail strike. Few trucks braved 10 inches of snow to get to outlying areas, and Railway Express refused to handle film because of the rail strike. Some theatres were closed, and others were open at the weekend only.

More than 350 industryites attended a meeting at the College of Music to discuss the industry's part in the annual observation of "Brotherhood Week." Phil Fox, Columbia branch manager, in the absence of J. B. Rosen, exchange area chairman, directed the meeting, and introduced Malcolm Chandler, director, Cincinnati chapter, National Conference of Christians and Jews, who urged 100 percent cooperation. Other speakers were Selig Seligman, vice-president and general manager, Northio, Cincinnati, and Vance Swartz, Chief Barker, Variety Club.

Variety wives were guests of Noah Schecheter, manager, Taft Auditorium, at a matinee performance of "Mister Roberts," preceded with a luncheon in the club rooms in the Netherland Plaza Hotel.

Robert J. Libson, Mid-States Theatre, Inc., announced the appointment of Albert Rissenbeck as manager. Capitol, succeeding Colonel Joseph Goetz, recalled to active duty. Rissenbeck has been the manager, Times.

Albert Glaubinger, ELC branch manager, was in New York City on business. . . . Howard Chase, manager, Ritz, resigned to enter the television and radio repair business. . . . Tony Mitren, manager, suburban Dixie, was in Florida for a winter vacation. . . . Rube Shor was to attend the National Allied meeting in Washington, D. C. . . . Jay Goldberg, Realart branch manager, was in Springfield, O. . . . Captain Ralph Morely, Ohio salesman for Lippert, was recalled to active duty.

William Blum, U-I branch manager, was reported in good condition after an operation for a ruptured disc. . . . Ruth Huelsman, secretary to RKO branch manager Stanley C. Jacques, was reported resting nicely from an operation. Lillian Lazarus, formerly of the RKO office, is performing the secretarial duties meanwhile. . . . Ruth Burley, secretary to general manager Rex A. Carr, Theatre Owners' Corporation, is recuperating after a minor operation. . . . Myrtle Bass and Rose Yeager, inspectoresses, and Miriam Voss, contract clerk, 20th-Fox, were ill with the flu.

Visitors included: Bill Lubiel and Ray Friz, Springfield, O.; John Woodward,

Zanesville, O.; Dr. Sylvan Bank, Williamson, W. Va.; G. C. Porter, Beckley, W. Va.; Frank Mandros, Cabin Creek, W. Va.; Harold Moore, Charleston, W. Va.; J. B. Houston, McArthur, W. Va.; Frank Allaras, Mattawan, W. Va., and Goode Homes and Don Keesling, Bramwell, W. Va.

The complete film, newspaper, and broadcasting resources of Cincinnati are being pooled for a benefit opening of "Trio" for the Cerebral Palsy Associations at the Guild on Feb. 22. Details of the opening are being worked out by Hal Marshall, special field representative, Paramount. The Cincinnati Times Star is spearheading the arrangements. The Times Star will run daily news and feature stories publicizing the opening, and describing the functions of the CPA and the goals of its fund-raising drive. The newspaper also will print invitations and programs for the "Trio"-CPA opening. Similar work will also be done by WKRC-TV and its AM and FM radio outlets. There will be, in addition, a special preview of the film for exhibitors and civic leaders, followed by a cocktail party.

Cleveland

The Telenews celebrated its 10th anniversary by giving away 10 major prizes to winning contestants in a contest. Jack Silvesthorne is manager.

Ernest Schwartz became president, Cleveland Motion Picture Exhibitors Association, for the 18th consecutive term. He was reelected by acclamation. Also reelected by acclamation were vice-president Albert T. Ptak and treasurer Ted Vermes. Schwartz fulfills the dual posts of president and secretary. Meyer Fine, Max Lefkovich, Ted Vermes, Frank Porozynski, and P. E. Essick were renamed to serve on the board of directors. A buffet luncheon, with leading judges as guests, preceded the business meeting.

Marshall Fine, Associated Theatres Circuit, son of the circuit's president, Meyer Fine, accepted birthday congratulations. . . . Joe Lissauer, assistant to W. N. Skirball, Skirball Brothers Circuit, and Mrs. Lissauer escaped the heavy snow by leaving for a Florida vacation.

The entire industry was shocked when it learned that David Kaufman, popular Warner salesman, was instantly killed when his car skidded on the road near Salem, O. Services and burial were held in Far Rockaway, L. I. Surviving are his wife and three children.

Hugh Marlowe proved a fine public relations ambassador on his trip to accept to Cleveland Critics Circle trophy award in behalf of "All About Eve." Some 125 industry members attended the presentation luncheon in the Carter Hotel.

Joe Smith, personal representative, Robert Lippert, Lippert Productions, stopped off to get acquainted with the local exchange personnel and to meet theatre owners.

Ed Fisher, who used to head the local Loew's Theatre publicity department, is now on the west coast with Republic as

Lyndhurst, O.,
House Gets Award

CLEVELAND—Several hundred people braved the sub-zero temperature to participate in the triple anniversary celebration held in the Richmond, deluxe first subsequent run in the suburb of Lyndhurst, O.

It being the second birthday anniversary of the theatre, this date was selected as most fitting to receive the much coveted EXHIBITOR award as one of the "most modern and well appointed of all theatres constructed in 1949." Presentation was made on the stage by Ernest Schwartz, president, Cleveland Motion Picture Exhibitors Association, to Bert Lefkovich, Community Circuit, son of one of the theatre owners. In accepting the trophy, Lefkovich expressed his appreciation, and paid tribute to Max Marmorstein, realtor, who made the project possible, and Joseph Weinberg, architect, responsible for the architectural and decorative design of the structure.

The ceremonies also included presentation to Mayor Elmer T. Elbrecht of an engraved plaque from the businessmen to commemorate the suburb's change of status from a village to that of a city. Speakers included ex-Congressman-at-large Stephen Young and Mrs. William McCabe, who presented a check in the amount of \$480 to Ernest Schwartz, representing "The March of Dimes" collections in the Richmond under her leadership.

Carrying out the anniversary theme, the feature attraction was "Mr. Music," which called for a congratulatory telegram from Bing Crosby. Congressman Frances P. Bolton also wired her congratulations from Washington.

Max Greenwald, manager, Richmond, made all arrangements for the celebration.

Arlington, Indianapolis,
Honored at Ceremonies

INDIANAPOLIS—An EXHIBITOR plaque honoring the Arlington as one of the year's best among new theatres was presented to Richard T. Lochry, president, Capitol City Theatre Corporation, owner, Arlington, last fortnight. Truman T. Rembusch, president, Allied States Association, made the award before a packed house on the theatre stage.

assistant to publicity director Mort Goodman.

The management of the Belle, Bellefontaine, O., changed with the appointment of C. V. Coffel to succeed E. H. Bond, transferred to Cincinnati by the owner, Miami Theatre Management Company.

Tony Stern, now buying-bookings manager for the Ohio Drive-In Theatre Company, operating outdoor theatres in Ohio and Pennsylvania, announced that, weather permitting, the new Miles Drive-In, North Randall, O., will open April 1.

James Kalafat, Stuart Cangney, Gene Hammond, Marshall Fine, and Jack

Gertz made up a sextette of ice fisherman who braved the cold to bring in some 80 fish during a two-day Lake Erie sports vacation.

Jack O'Connell, Toledo, O., notified exchanges that he is closing the Port, Port Clinton, O., until further notice.

All exchange personnel pledged to support the "Brotherhood Drive" at the first general industry meeting in the new WHK auditorium. Irwin Pollard, industry chairman, called the session to order. Speeches followed by Nat Wolf, Warner Theatres' Ohio zone manager; James Noble, secretary, Conference of Christians and Jews, and Judge Arthur Day. Exchanges were closed for the meeting period.

Mr. and Mrs. Loren Solether held a unique screening of "The Next Voice You Hear" at their Falls, Chagrin Falls, O. The invitation list was aimed at TV set owners, members of the clergy, educators, and heads of civic and club organizations of both Chagrin Falls and Hudson, O., where they also own the Hudson. Following the screening, Mrs. Solether was hostess at a tea served in the lobby, with a beautiful table resplendent with silver and fine china. Seven ladies poured, and, during the informal social gathering, a discussion was held of the picture and the comparative value of motion picture and TV programs. David Solether, manager, Hudson, and son of the owner, gave an address.

Manager Charles Dulin, Falls, Cuyahoga Falls, O., had the cooperation of an automobile agency in his campaign to exploit "Dial 1119" when it was learned that the agency's telephone number is Washington 1119. . . . Two outdoor theatres have joined Herbert Horstemeier's "personalized" buying-bookings service, The Elm Road Drive-In, Warren, O., and the Skyway Drive-In, Coshocton, O.

Detroit

Richard A. Rank, former manager, East Detroit, East Detroit, recently recalled by the army, became the father of a son.

At a meeting of Local 735, Fritz Devantier, Jewel, Mount Clemens, Mich., was elected president. Other officers are: Bert Penzien, vice-president; Earl Natzel, secretary; George Konath, treasurer; Roy Suckling, business agent; Devantier, delegate-at-large; Penzien, alternate, and George Hemp, sergeant-at-arms.

A print of "Cyrano de Bergerac" went into the archives of the Detroit Historical Museum, a 250th anniversary gift reminiscent of the Detroit pioneer, Antoine de la Mothe Cadillac. Alfred Stern, technical director of the anniversary festival, presented the print at the Film Exchange building to Henry D. Brown, museum director. It followed a preview staged at the Cinema.

Now that Saul Korman has acquired the Broadway-Capitol from United Detroit Theatres, the Broadway-Capitol, Inc., is being organized by Korman, Len Goldstein, and Harry Ball. . . . "Cyrano de Bergerac" is coming to the Cinema on Feb. 26 and proceeds from the open-

ing day's performance will be turned over to "The March of Dimes," announced Neil Talling, managing director. Price of the seats for the opening performance has been set at \$10.

Students had the opportunity to see "Cyrano de Bergerac" through the cooperation of The Detroit Times and Neil Talling, manager, Cinema. On the amusement page of The Times, a special coupon entitling students to a 20 per cent discount on a ticket to the film was offered. Students were also given class credits for attending.

Winners of the "Why I Like the Movies" contest were announced. Of the 35 winners, only seven were men. Two women won the first and second prizes, which consisted of two convertible automobiles. A man won the trip to Hollywood as guest of Paramount. The contest was sponsored by 122 Detroit Theatres. Dave Idzal, managing director, Fox, was chairman.

Van Heflin, star of "Tomahawk," and a group of Sioux Indians invaded Detroit recently in advance of the picture's premiere at the Palms. Heflin stayed for two days. The Indian troupe was greeted by Mayor Albert E. Cobo, and appeared in the theatre lobby of the Palms.

The Turner, Turner, Mich., closed. The Fowler, Fowler, Mich., plans to operate only on Sundays. The local Pasadena, which the David Newman Circuit took back from Drake Simoff, was reopening, and the Russell was recently taken back from Irving Katcher by the Marbak Realty interests under Dudley management. The Apollo, Newman house, was taken over by Saul Korman, circuit operator. The Chandler has been leased by T. J. Gabriel to Frank Scheuer.

Edward Jacobson, Monroe, secured an extension of his lease, and is experimenting with a 10-cent admission policy.

Indianapolis

J. B. Stine, Terre Haute, Ind., exhibitor, retired after 37 years in the business. He operated the Garfield, and was one of the pioneers in the state. Stine leased his theatre to K. E. Maurice, Clinton, Ind. . . . F. O. Hilligos, Corral Drive-In, Seeleyville, Ind., was in.

Guy Bobe, Highway Drive-In, Marion, Ind., was in. . . . Clyde Nihiser, Limberlost Drive-In and the Star, Geneva, Ind., was around. . . . Jerry Heinlein, Arcade, Gas City, Ind., home on a 30-day leave of absence before going to Japan with the army, has been ordered to Japan. His wife is running the theatre. . . . Harry Van Noy, Van Noy, Middletown, Ind., and wife vacationing in Florida.

Bruce Kixmiller, southern Indiana exhibitor, put a \$125 purchase prize on one of the exhibits at the Hoosier Art Salon held in the William Block Company auditorium.

The grade and high schools at Walcott, Ind., dismissed classes so the students could see "Fifty Years Before Your Eyes" at the Walcott. Children in grade schools were admitted for 10 cents and the high school students paid 25 cents. The arrangement was made with

the superintendent of schools. Teachers also attended the showing. The schools at Gaston, Ind., will do the same thing this week.

Film Row visitors included: Arthur Standish, Orpheum-Hartford, Hartford City, Ind.; Chuck Hood, Elwood, Elwood, Ind.; Robert Hudson, Jr., Hudson Circuit, Richmond, Ind.; Allan Moritz, Lyric Palace, Louisville, Ky.; Leo Ciacio, Downs, and Pete Dawson, Rode-Shawnee, Louisville, Ky.

Screen Guild changed its name to Lippert Pictures, Inc., with Milton M. Krueger as manager. Lippert acquired the franchise of Screen Guild, formerly managed by Russell Bleeke, who resigned. Krueger, who has been with United Artists for about 15 years, retired from UA about a year ago. Harris Dudelson, division manager, Lippert was in.

Robert Scherer, Palace, Clinton, Ind., is recuperating after a major operation. . . . Mr. and Mrs. Carl Nogle, Attica, Ind., Drive-In, were vacationing in Florida.

Edward Hochstein, new city salesman at Columbia, was formerly with the Des Moines branch of Columbia. . . . Eugene Sichelman, home office representative, Columbia, was in auditing the local branch. . . . Columbia is in the midst of redecorating its office. . . . Marie Kish, secretary to manager Russell Brentlinger, RKO, was on the sick list.

Irving Dreeben, salesman, ELC, resigned to join Lippert as of Feb. 19. . . . James Frew is the new division manager at U-I, replacing Peter Rosian, transferred to the Cleveland territory. Frew was former branch manager for U-I in Atlanta. . . . Duff Newman, salesman for Paramount, met with an accident on Road 31, south of Edinburg, Ind. His auto was badly damaged but he escaped injury.

Herbert Ochs and James Frei, Ft. Wayne, Ind., Drive-In and the Sunset Drive-In, were in. . . . The Colosseum will meet on Feb. 24 in the Hotel Antlers for luncheon, and to discuss and formulate plans for its annual dinner-dance at the Indianapolis Athletic Club. . . . Herman Morgan, Realart, made his first trip in the Fort Wayne, Ind., district in three years. He met many of his old friends, and renewed acquaintances. . . . George Reef, buyer, Mellers Circuit, Fort Wayne, Ind., is back after being confined at the Lutheran Hospital with virus pneumonia. . . . Mrs. Meri Whallon has been named office manager-booker, Lippert. She was former manager's secretary and contract clerk, Republic.

James Ricketts, booker, Y and W management Corporation, resigned, and is moving to Des Moines. Robert Rigsby succeeds. . . . A bill introduced in the General Assembly, requiring drive-in theatres to police their audiences, was introduced in the House. It would require a police officer for every 50 cars parked in the theatre area. . . . Two Indiana theatre operators braved the sub-zero temperatures, James Akron, Mellers Circuit, Fort Wayne, Ind., and Dino Tubekis, Alliance Circuit, Chicago.

Mr. and Mrs. Al Borkenstein, Wells, Fort Wayne, Ind., were saddened by the death of his father-in-law. . . . The board of directors of Allied Theatre Owners of Indiana, Inc., held its regular monthly luncheon meeting in the Indianapolis Athletic Club.

Sam Switow presided at a meeting of the Will Rogers Memorial Hospital in the 20th-Fox screening room. Exchange managers are invited. The purpose of the screening was to help aid the hospital. Heads of unions were also invited.

The Indiana Film Transit cited driver records, and honored its drivers who have a record of no chargeable accidents at a dinner in Hotel Lincoln. Larry Coons, safety director, United States Fidelity and Guaranty Company, presented an honor roll of drivers to W. C. Smith, owner, Indiana Film Transit. The following drivers received pins: George Flaskamp, 20 years; William Gerking, 17; Harry Moss, 16; Frank Rairdon, 11; Al Hamilton, 10; Russell Meyer, nine; Warren Boone, 10; Clarence Lawyer, nine; John Heavrin, six; William Lagle, five; Henry Marsh, five; James Moss, Hayden Martin, and Albert Johnson, each two years, and William Colby, Eugene Martin, and Bob Meenach, each one.

Marc Wolf, Chief Barker, Variety International, announced his February itinerary as follows: On Feb. 10 he attended the induction of officers at the Cincinnati tent on Feb. 16 he will go to Chicago for the induction of officers, while on Feb. 5 he attended the induction of officers at Tent 10. The induction of officers in Toronto, Canada, was handled by International ceremonial officer James Balmer and International Dough Guy George Eby, Pittsburgh. The induction of officers in Grand Rapids, Mich., on Jan. 31 was handled by International representative Elmer Lux, Buffalo. One of the speakers at the affair was Charles Snyder, Detroit.

Pittsburgh

In a message prepared for Allied MPTO of Western Pennsylvania, Truman Rembusch, president, Allied States Association, declared that "Phonevision is no threat to the exhibitor," and observed that Skiatron is more of a potential threat "because it eliminates expensive phone lines." However, Rembusch said he believed that neither system need worry exhibitors so long as film producers and distributors refrain from "chasing gold."

Dave Smith, manager, Shadyside, is making a determined effort to attract more kid business. He started off by running a serial every Saturday. During the second and third weeks of the serial, a bicycle will be given to some lucky child. In addition, eight and one-half gallons of ice cream were promoted from Meadow Gold Dairies for each Saturday afternoon. The bicycles were promoted from merchants, who also paid for a trailer.

U-I top executives A. E. Daff, C. J. Feldman, Maurice Bergman, and Peter

Dana were in visiting the exchange, and getting acquainted with exhibitors. They were hosts to top local theatre men at a luncheon in the Variety Club.

Over 1500 persons attended the Variety Club's big "Mardi Gras Night." The activities were so great that the entire 17th floor of the William Penn Hotel was taken over. William Finkel was chairman, Wallen Allen assisting.

Jack Goldberg, theatre premium man, left for California to visit his sons.

John Walsh, Fulton, was in Cleveland attending the annual Shea Circuit meeting. Faunie Bower, assistant, Fulton, was bedded with a severe case of a la grippe.

The Ladies' Theatrical Club, wives of Variety members, netted a tidy sum for their charity funds when they held a rummage sale on the North Side. . . . Frank Thomas has been appointed Film Row representative for Exhibitors Service Company, and will have offices in the Lou Hanna-Franklin exchange. President George Callahan appointed Thomas with the view of establishing closer relations with exhibitors.

Stanley Jack Lange resigned as booker at RKO to become West Virginia salesman for Republic. He succeeded Frank Reller, who returned to Missouri with his family.

The M. A. Silvers are planning a West Indies trip. He is zone manager, Warner Theatres. . . . Jack Kahn moved into a ranch-type home in Churchill Valley. He is assistant director of advertising and publicity, Warner Theatres.

Dave Kephart was promoted to the Warner Theatres zone office purchasing department. He formerly was a mail clerk.

Harry Winslow's radio station in Meadville, Pa., WMGW, won first prize for 500-watt stations for promotion on "Pennsylvania Week." Winslow also owns the Park and Meade. . . . Gust Hages, Baden, Baden, Pa., placed his house on the market, and plans to retire. . . . The Jack Kalmensons celebrated their 15th wedding anniversary recently. . . . Mrs. Joe Feldman, wife of the Warner Theatres executive, received a Ph.D. in psychology at the University of Pittsburgh.

George C. Sarvis, manager in Warren, Pa., was named justice of the peace for Warren County by Governor Duff. . . . Metro screened "The Magnificent Yankee" for members of the bar association holding a convention. . . . Bill Danzinger, publicity man, who staged the "Unconquered" world premiere for Paramount, was back on behalf of "The March of Dimes." . . . Metro tradeshowed "Three Guys Named Mike" at Loew's Penn instead of at the screening room. . . . Peter Dana resigned as Chief Barker, Variety Club, Pittsburgh, with John Walsh, Fulton manager, moving up from First Assistant Chief Barker. Bill Finkel becomes first assistant. Dana resigned, as he is moving to New York. He was named U-I's eastern sales manager.

Hugh McKenzie is the new RKO exploiteer for the Pittsburgh, Philadelphia, and Washington territory.

Peter Rosian, U-I district manager, headquartering in Cincinnati, has been transferred to the zone formerly supervised by Peter Dana, promoted to eastern sales manager. Dana made his headquarters in Pittsburgh, but Rosian will center in Cleveland.

Paramount sneak previewed "Molly" at the Stanley. . . . Ray Woodward, Kayton, Franklin, Pa., won a two-week free vacation to Sun Valley, Idaho, given by Metro for the best campaign for "Duchess of Idaho." . . . Salesmen in Erie, Pa., were not allowed to leave town to make their calls due to conditions on all roads going out of the town. The same conditions were experienced by men in some of the West Virginia towns. . . . Benny Steerman and the Mrs. were in New York for a vacation, and catching up on the current shows. . . . The M. A. Silvers attended the wedding of Harry Kalmine's daughter in New York.

Tony Stern, Warner booker at one time, was in on business. He books several drive-ins from Cleveland. . . . United Artists district manager Moe Dudelson was in on routine business conferring with branch manager Manny Trautenberg.

Morris Finkel, past president, Allied Motion Picture Theatre Owners of Western Pennsylvania for four years, was elected chairman of the board and national director at the first meeting of the newly elected board of that organization. The board of directors hosted Morris Finkel at a dinner at the Carousel, and presented him with a watch. An inscription on the back told of the organization's appreciation for his efforts on behalf of Allied. Fred Beedle is the newly elected president.

Bert Stearn, head, Cooperative Theatres, was in Cincinnati.

Don Trepicone leased his Sky to Frank Peters but keeps the Elliot. . . . Meercy Braff was elected president, MGM Pep Club.

Francis Staboulis was named manager, Manos, Uniontown, Pa. She has been with the theatres since 1941 in various capacities. . . . Sam Feinberg, Alexander Supply, returned from a visit to his family in Phoenix, Ariz. . . . Mr. and Mrs. L. Perer, Park, are the proud parents of a daughter. They also have a son. . . . Many district theatres are raising prices, with several going up this past week. Earlier, practically all the Pittsburgh houses went up in price.

Kentucky Louisville

According to the monthly report of state revenue, compiled by the Department of Finance and the Department of Revenue, the amusement taxes for December, 1950, were \$7,482.20 less than for a corresponding period in 1949. Amusement taxes for July through De-

ember were \$21,711.08 less than for a corresponding period in 1949.

Jack Story, owner, Mary Agnes, Jamestown, Ky., was scheduled to enter the army at Fore Meade, Md. . . . A. H. Robertson, co-owner, Majestic, Springfield, Ky., convalescing at St. Joseph's Infirmary, returned to his home. . . . The Webb, Burkesville, Ky., is undergoing extensive remodeling. It is owned and managed by Lydell H. Webb. . . . Henry Reiss, Amusement Enterprises, was in Florida on vacation.

John Nolan, co-owner and general manager, Parkway Drive-In, returned from an extensive vacation trip to the south.

Patricia Ann Woodson, infant daughter of Harry Woodson, Falls City Theatre Equipment, died at Children's Hospital.

Walter D. Aspley, coowner, Star Drive-In, Trigg and Plaza, Glasgow, Ky., and a director, Kentucky Association of Theatre Owners, was one of three young men in the state recognized for leadership, ability, and service to their communities by the Kentucky Junior Chamber of Commerce, and was presented with a citation.

Mr. and Mrs. Arthur Wall were scheduled to leave on an extended vacation trip. Arthur is manager, Grand, Frankfort, Ky. . . . Mr. and Mrs. James Atteberry are the proud parents of a baby son. Dad is manager, Town Hall, Winchester, Ky. . . . The Lyric has had a complete face-lifting with a change of marquees. . . . Mr. and Mrs. Robert Harned are in Florida on their annual vacation trip. He is coowner, Theatair Drive-In, Jeffersonville, Ky., closed for the winter season, and is affiliated with the Twin Drive-In, Indianapolis.

Seen were: Rodger Davis, Grand, Lancaster, Ky.; Mr. and Mrs. Tex Richards, State, Crouthersville, Ind.; Pope Sisco, Arco and Melody, Bardtsown, Ky.; Hugh Kessler, Pal, Palmyra, Ind.; Mr. and Mrs. Clyde Marshall, Columbian, Columbia, Ky.; Oscar Fine, Premier Theatres, Evansville, Ind.; A. N. Miles, Eminence, Eminence, Ky.; E. L. Ornstein, Rialto, Marengo, Ind.; R. L. Gastrost, Victory, Vine Grove, Ky., and Eric Hammel, Shelby and Burley, Shelbyville, Ky.

Michigan Bay City

A community-wide "Brotherhood Week" venture culminating in an all-star show at the Washington during the Feb. 18-25 period was announced by Ed Johnson, president, Allied Theatres of Michigan, and Harold Bernstein. Admission will be by "Brotherhood" membership.

Ohio Akron

Nes Auth, manager, Palace, with ELC exploiteer Joe Mansfield, arranged a rewarding exploitation campaign for "The Sun Sets At Dawn," featuring a "Welcome Home" salute to Akronite Philip

Shawn, star of the film and former Palace aide.

Columbus

Members of the Texas Club presented Debbie Reynolds, MGM screen starlet, who appeared in person on the Loew's Ohio stage with Carleton Carpenter, with a cowgirl hat upon her arrival at Port Columbus, O.

Exhibitors were urged by P. J. Wood to support both "Brotherhood Week," Feb. 18-25, and "Monogram Week," Feb. 11-17.

James S. Burkett, producer of "Korea Patrol," was in advance of the picture at the RKO Grand. . . . Carl Rogers, manager, Loew's Broad, arranged for the presentation of the Donald O'Connor victory trophy to the girl chosen homecoming queen of Bliss College. . . . Jack Thomas, vice-president and general manager, Hallmark Productions, was host at a special screening of Hallmark's "One Too Many."

Patricia Ann Martin, Loew's Ohio, was married to Harold L. Hall, Jr.

Dayton

For U-I's "Target Unknown," Colonial, field exploiteer Paul Ross developed a campaign along the line of internal security with leading area industrial plants aiding in the promotion through plant posters, displays, and heralds. In addition, the U. S. Army Air Force made available the services of Captain J. Locke, Air Force pilot shot down behind North Korean lines and taken prisoner.

Fremont

Collections of the municipal three per cent admissions tax for 1950 amounted to \$6,942.81.

Galion

Merle Clevenger has been employed at the Galion. . . . Milk companies here cooperated with Charles Alcorn, associate manager, Galion, in distribution of handbills which extolled the food value and comparative low cost of milk in connection with "The Milkman."

Newark

Editor-publisher Fred J. Neely, 70, wanted everyone in nearby Johnstown, O., to help celebrate his 55th year with The Johnstown Independent, so he bought out the 300-seat Dorsey for four showings, and invited all residents.

Toledo

Jackson Carson will make personal appearances at the Rivoli for the opening of "The Groom Wore Spurs" on Feb. 22.

Pennsylvania Altoona

Over 50 exhibitors attended the 20th Century-Fox screening of "I'd Climb the Highest Mountain" at the Rivoli. Al Levy, 20th Century-Fox branch manager, and C. C. Kellenberg, sales

manager, were hosts at a luncheon in the Penn Alto Hotel. Among those observed attending the festivities were state exhibitors John Nagey, Rural Valley; Adolph Farkas, Lyric and Rialto, Johnstown; Tom Hickes, Saxton; William Niedetch, Claysburg; John Robinson, Bedford; John and Gus Notopolous, Notopolous Circuit; Arthur Frozio, Fabian Theatres; Ray Allison, Sr., and Jr., Allison Theatres; George Riggins, Rivoli; Lewis Hauser, Sun; Mae E. Shively, Mid-State Theatres, Clearfield; Ann Sheropic, Madera; Fred Fischer, Bellefonte, and William Sherkel, Houtzdale.

Al Frozio, State, arranged to place frames and theatre ads in the outskirts of Altoona and surrounding smaller towns to promote attendance at his theatre.

Brockway

Joe Kosco is taking life easy again after building several stores for the Atlantic and Pacific. He says: "It is good to be back managing the theatre."

Clairton

Mrs. Frank Panoplos, State, is in the Mayo Clinic, Rochester, Minn.

Clarion

Louis Aarons, Orpheum manager, is expecting to be called into service at any time now. Cooperative Theatres is booking the theatre.

Clearfield

Mae E. Shively, Mid-States Theatres, erected an all-steel bicycle rack in front of the Lyric to take care of the many children who have been attending via bicycle.

Mae Shively narrowly escaped serious injury while driving when she avoided a head-on collision with a truck that was over on the wrong side, heading her way. She did not know whether the truck driver was asleep, but she was forced off the road into a heavy thicket. She escaped bruises but was shaken up.

Dubois

A. P. Way, Avenue and Carlton owner, is in Florida, and has sent many of his friends in Pittsburgh crates of oranges and grapefruit.

Houtzdale

George Sherkel, former partner with his brother, William, in the Sherkel, is seriously ill in a Philadelphia hospital.

Philipsburg

Harold Graffus, secretary, Local 718, and projectionist, Rowland, had himself a hectic week what with becoming the proud father of a six-and-one-half pound baby daughter named Catherine "Cathy" Virginia, and his son, Hurley, graduating from Pennsylvania State College, and receiving his degree in arts and letters. His other son, Ronald, is a junior in Philipsburg High School.

NEWS OF THE

Territory

Boston
Crosstown

Ken Prickett, Phil Smith Circuit, resigned as a member of the board of directors, Publicity Club, due to his extended absences from the city covering his new job. He was a charter member of the club.

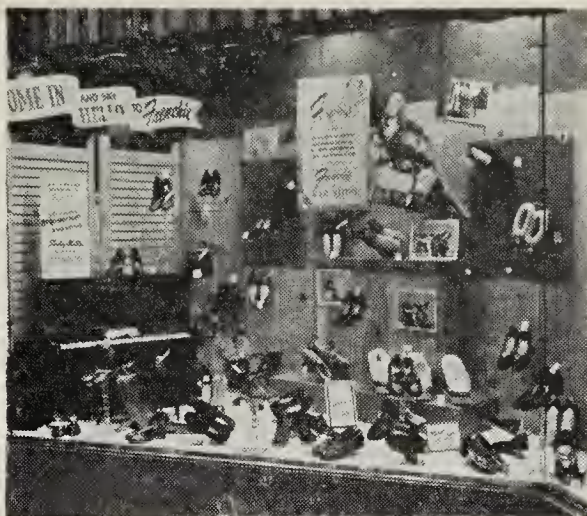
Loew's State, after many years on a straight picture policy, scheduled two weeks of stage shows. The new policy will begin on Feb. 22.

John McGrail, U-I publicist, in a moment of compassion for the welfare of the Indians he shepherded around town in the midst of the season's worst spell of weather, bundled them off to a local department store with intentions of outfitting them in winter gear. Instructing the clerk to show them the necessary garments, the Indians scoffed at the idea, and wound up buying bolts of calico and brightly colored shirts.

A fire, which started in an upholstery shop in the building directly in rear of the Saxon, Fitchburg, Mass., threatened that structure recently, but quick work by the local fire-eaters prevented its spreading. Although smoke managed to seep through to the theatre, manager Frank Boyle reported the house was able to continue on its regular schedule.

Employing a nice bit of showmanship, Carl Beals, manager, Strand, Skowhegan, Me., figures the installation of his new Cycloramic screen will pay for itself in short order. Beals took ads and furnished readers for all the papers in the vicinity plugging the new screen and accenting the improved quality of projection. Joe Cifre, Inc., did the installation.

Pug Wells, American Airlines hostess, whose life story inspired MGM's "Three Guys Named Mike," greeted the press at a luncheon at the Towne House. The first stop in a 17-city tour, she was accompanied by Gerald Tierney, public



This tied-in display in a Boston shoe store recently helped sell U-I's "Frenchie" during its engagement at the Memorial.

relations head, American Airlines, who served as technical director during filming. Following the luncheon, she visited several army and navy hospitals in the area.

Mrs. Jesse M. Bader, national chairman, Protestant Motion Picture Council, spent several days in connection with 20th-Fox's "I'd Climb the Highest Mountain." During her stay she discussed plans for screenings for clergymen, women's groups, and civic leaders with exchange bigwigs, Ed Callahan, division manager; James Connolly, branch manager, and Phil Engel, publicist. From here she continued on to New Haven, Hartford, Conn., and Bridgeport, Conn.

Boston University is offering a course devoted to development of motion pictures to its evening students in the division of motion pictures and visual aid department. The course is designed for teachers, public relations personnel, and others interested in the industry.

Arlene Dahl, here recently in connection with "The Magnificent Yankee," spent a few days cheering up vets in local hospitals, appearing on radio and TV shows, and making a p.a. at the women's fashion show at Filene's.

Deletions announced last fortnight by the Bureau of Sunday Censorship included the following: "Fingerprints Don't Lie," parts 1 to 6. Deletions: Eliminate scene showing Miss Duval on divan with her leg exposed, in part 5. Screen Guild: "The Happiest Days of Your Life," parts 1 to 8. Deletions: Dialogue, "How many

New England Bowling

BOSTON—New England Theatres was tied with Independent Theatres for the lead in third week of the New England Theatrical Bowling League's second half, with Harry's Snack Bar in second place, American Theatres nosing out Affiliated Theatres and RKO for third, and Macaulay American Legion Post and MGM in the cellar.

Standings to date show:

Team	Won	Lost
NE	9	3
Inde	9	3
HSB	8	4
Amer	7	5
Aff	5	7
RKO	4	8
Leg.	3	9
MGM	3	9

Plunkett, NE ... 101.0	Morton, HSB 85.9
Freeman, HSB .. 99.7	Rahilly, HSB ... 85.9
Serra, Inde 99.2	McGerigle, RKO.. 85.9
Romanoff, NE ... 95.3	Cavicechi, Leg ... 85.2
Rathgeb, MGM .. 92.6	Anderson, HSB .. 85.2
Hochberg, Aff ... 91.6	Alfano, Amer ... 84.7
Goldman, Aff 90.8	Young, Inde 83.8
Farrington, Aff .. 90.8	Castro, HSB 83.6
Levin, Inde 90.2	O'Hara, RKO 83.4
Arsenault, NE .. 90.1	LaCross, RKO ... 83.1
Saver, Leg 90.0	McCleod, Leg ... 83.0
Fahlbusch, NE ... 90.9	Feinstein, Amer.. 82.2
Smith, RKO 89.4	Dooley, Leg 82.1
Burlone, NE 89.7	McCarthy, Amer.. 81.8
Smith, RKO 89.4	McGowan, MGM.. 81.8
School, MGM 88.8	Spingler, Leg ... 81.3
Vieira, Leg 88.6	Towe, Aff 80.3
Field, Aff 87.7	MacIntyre, Amer. 79.7
DeBrueil, Amer .. 87.6	Downing, RKO .. 79.3
Hill, Inde 86.4	Oberman, RKO .. 72.6

HIGH SCORES

Serra, Inde., 113; School, MGM, 107; Freeman, HSB, 102-136; Goldman, Aff, 107; Hochberg, Aff, 104-100; Levin, Inde, 123; DuBrueil, Amer, 107; Rahilly, HSB, 106. High three strings: Freeman, HSB, 323.

mistresses have you?" in part 4. Pace-maker: "The Mating Season," parts 1 to 11. Deletions: Dialogue, "—he'll have to shake the sheets to find her," in part 9. Paramount: "The Wicked City," parts 1 to 8. Deletions: Dialogue, "Do you really think that if I wanted money—" to and including, "It's offered to me." in part 3. Dialogue, "You tramp!"; "Since when?" in part 7. Dialogue, "—you laugh or cry whatever the customer wants."; "A customer that's all I've been to you," in part 8. Eagle Lion Classics.

The Joint Legislative Committee on Mercantile Affairs approved a bill requiring the printing of the words "obstructed view" on tickets for sports and other places of entertainment if seats are behind poles or other obstructions.

More than 300 citizens of Shrewsbury, Mass., signed and presented a petition to the selectmen opposing the recent granting of a license to erect a new ozoner on the Boston Turnpike. At the selectmen's meeting, the townfathers agreed to allow the opposition the opportunity to air their views at a public meeting but were reluctant about setting a date. Townspeople figure one open-airer in the district is sufficient, claiming the proposed site is zoned for residential construction.

MOTION PICTURE EXHIBITOR

with 13 years experience operating own theatres in New England seeks position in assistant or executive capacity. Knows Buying, Booking and Administrative work.

BOX 79

EXHIBITOR, 1225 Vine Street, Phila. 7, Pa.



Two hundred midshipmen of the Yale University NROTC, some of whom are seen at left, recently were guests of the Roger Sherman, New Haven, for the opening of Warners' "Operation Pacific." Navy tie-ins with the film have been widely used.

Film District

James R. Grainger, Republic executive vice-president in charge of sales and distribution, was in accompanied by New England division manager John P. Curtin.

James M. Connolly, branch manager 20th-Fox, spent a day in Portland, Me., overseeing a screening of "I'd Climb the Highest Mountain." . . . John McGrail, U-I exploiter, joined the Publicity Club. . . . June Rittenberg, 20th-Fox biller, was convalescing at Beth Israel Hospital following an operation . . . Massachusetts Equipment Company recently installed two new Century projectors in the Tilton, Tilton, N. H., managed by Mike Bruno. . . . Jack Carson and Janis Carter headlined the initial stage show at the RKO, Boston. . . . The Salesman's Club annual dinner is set for April 1 at the Latin Quarter. . . . Joan Bennett is coming to the RKO Boston for a week. . . . Phil Engel, 20th-Fox, publicist, went to Worcester and Springfield, Mass., recently to set up screenings of "I'd Climb the Highest Mountain." . . . A Cycloramic screen is being installed in Phil Smith's Strand, Ipswich, Mass. . . . Fifty Eagle Scouts attended a private screening of U-I's "Tomahawk." . . . James Whitmore and Phyllis Kirk attended "The March of Dimes" ball at the Boston Garden.

The railroad switchmen's strike caused considerable confusion when exhibs were forced to drive in to Film Row to pick up film for Sunday showings.

Hatton Taylor, RKO branch manager, installed a large picture of a race track on the wall of the exchange, with names of all salesmen and bookers assigned a number, which is, in turn, painted on a figure of a horse. Horses' positions are changed each week to signify the contestant's position in the selling and booking race.

Ed Callahan, 20th-Fox division manager, hosted a group of distinguished guests at a private screening of "Of Men and Music." Arranged by Phil Engel, publicist, and James Connolly, branch manager, the group included music critics, publishers, radio execs, and the executive staff of Steinway Piano Company.

Eddie Comi, Massachusetts Equipment Company, received word that his son, Paul, a corporal in the infantry, is in the Army Hospital, Osaka, Japan. He has been in the midst of the Korean fighting since last July, and, while the extent of his injuries is at present unknown, it is hope by his many friends in the district that they are not too serious.

In a recent bulletin, Independent Exhibitors had this to say to members: "The Bay State Society for the Crippled and Handicapped, Inc., have a trailer to be run in your theatre in connection with the Easter seal campaign for the crippled and handicapped of our area starting Feb. 21-March 21. The trailer runs two minutes, starring Ruth Roman, and portrays the need of the drive, and tells the story of how the society seeks to fill the unmet needs of the crippled and handicapped regardless of age, color, or creed. There is no collection at your



Shown as they recently met to plan participation of Hartford, Conn., industryites in the civilian defense information program are, from left: Royal F. Thompson, Hartford civilian defense director; Ray T. McNamara, Allyn; Henry L. Needles, WB Theatres district manager, and Ernie Grecula, Hartford Theatres.

theatre in connection with the running of the trailer. We urge your cooperation, and suggest you contact: Miss Evelyn Brown, Bay State Society for the Crippled and Handicapped, Inc., 75 Federal Street, Boston; Telephone: HUBbard 2-4731."

New Haven Crosstown

White Way scheduled special kiddies' matinees for the holiday birthdays. Other naves also scheduled children's shows. . . . Tony Terrazano arranged for a screening of "The Prince of Peace" at the Forrest for priests and clergy. . . . H. Cohn, Dixwell, booked in a Gene Autry film to take advantage of the personal appearance of the western star at the Arena. . . . Dave Charman, Lawrence, was ill. . . . Florence Nutter, former Bijou aide, was married to "Buddy" Carbonelli. Among the folks at the wedding were Mr. and Mrs. William Brown, Mrs. Hester Myer, and others. . . . Sid Kleper, College, and his staff worked out a nice campaign for "The Magnificent Yankee." . . . For "Born Yesterday," Morris Rosenthal and his associates, Ruth Bolton, V. Simeone, and Ray Thompson, lined up many bally angles. . . . New owner of the Lyric, 400-seater, is Angelo Cerrone, former employee of Fishman Theatres.

Meadow Street

Exchanges had a "Brotherhood Week" meeting recently at the Crown, closing down the branch offices so that em-

ployees could attend. . . . Jack Byrnes, MGM executive, was in. . . . The father of Saul Shiffrin's MGM booker and Belle Shiffrin, 20th-Fox, was reported in the hospital after an accident. . . . Sam Germain, 20th Century-Fox salesman, returned home after an operation in a New York hospital. . . . "I'll Climb the Highest Mountain" had a screening, and members of religious groups and exhibitors were invited. . . . Ray Zimmerman, new operator, the Princess, Rockville, was in. Zimmerman will close the Broadbrook around April 1, and convert it to another business use. . . . Jack Bloom, 20th-Fox home office, was in. So were E. X. Callahan and John Felony, 20th-Fox executives. . . . Herb Fenton, Eskin Enterprises, was another visitor. . . . Bridgeport projectionists who contributed to the Blood Bank recently included: Lawrence Pastore, William Towle, Mario Perrillo, Arthur Fensore, and Peter Convertito. . . . Equipment for the Norwalk Drive-In, Norwalk, is already on hand for spring installation. . . . Harry Fishman, Community, Fairfield, is planning his Florida trip. . . . Sam Rosen, Rosen Film Delivery, was due back from the south. . . . In Berlin, the Zoning commission reserved decision on a zoning change for an outdoor theatre. . . . Mrs. Heinie Trufan, wife of the Rosen Film Delivery dispatcher, returned from Florida.

Circuits

Loew's Poli

MGM stars Arlene Dahl, James Whitmore, and Phyllis Kirk stopped off. The stars were at a press luncheon, with managers, press, and radio people coming in from various cities. Sid Kleper helped with the L-P promotion. Division manager Harry F. Shaw and publicity director Lou Brown did quite a bit of work. In the party with the stars in their New England travels were Floyd Fitzsimmons, Boston, and Halsey Raines, New York.

Two other stars came in also. Susan Cabot and Alec Nichol, in "Tomahawk," were in Bridgeport and Hartford for press and radio interviews. . . . Frankie Carle and band were booked for one-day personal appearances. . . . Dave Kauffman, L-P artist, was in Lake Placid, N. Y., skiing. . . . Mrs. Shaw, mother of division manager Harry F. Shaw, was quite ill. . . . All houses did quite a bit of ballyhooing for "Halls of Montezuma," with U. S. Marine Corps tieups and swearing in new recruits.



Manager Paul Slayer welcomes naval officers to the recent showing of Warners' "Operation Pacific" at the Durfee, Fall River, Mass., as part of the extensive bally.

Connecticut Hartford

Lou Cohen, manager, and Norm Levinson, assistant manager, Loew-Poli, went to town on "The Magnificent Yankee."

The Michael Piccirillo noted their second wedding anniversary. . . . Paul Daniels, U-I exploiteer, worked with Jim McCarthy, Strand, on "Target Unknown." . . . Paul Fanning, Eagle Lion Classics, was in on "Mr. Universe," Strand. . . . Rube K. Lewis, Loew-Poli Palace stage manager and Local 84 business agent, reports that all the larger circuits in this area will be represented at the 50th anniversary dinner of Local 84, scheduled for May 9 at the Hotel Bond. . . . New at Tommy Grace's Eastwood is Evelyn Tripp, replacing Gloria Doughty, resigned.

Manager Joe Giobbi, Crown, pushed back his daily opening time from 10:30 a.m. to 1 p.m. The adult evening admission price has been increased from 40 to 44 cents.

Assistant manager Norm Levinson, Loew Poli tripped over to the VA Hospital, Newington, to see a hospitalized theatreman, George Perlroth, assistant manager, Loew-Poli College, New Haven.

Don King, Washington, D. C., area supervisor, E. M. Loew Circuit, is relief house manager, E. M. Loew's, pending appointment of a permanent replacement for George Hudak, named manager, Newington, Newington.

George E. Landers, division manager, E. M. Loew's Theatres, and Roy Jones, Columbia home office exploiteer, promoted a newspaper essay contest in the interests of "Born Yesterday." . . . Lou Cohen, Loew-Poli manager, and Norm Levinson, assistant, held a special invitational screening of "The Magnificent Yankee."

The mother of Lou Cohen, Loew-Poli manager, passed away in Bridgeport. . . . Paul S. Purdy, general manager, Kounaris-Tolis-Ulyssis Circuit, reports redecorating under way at the Newington, Newington.

Corporal Sid Wolper, former chief of service, State, is now stationed in Germany. . . . The Crown is running a series of Friday night western stage revues. . . . Kathleen Marks is now on the staff at E. M. Loew's.

Mrs. Frances Cramer, Loew-Poli Palace, was on the sick list. . . . Chester Premallan is new at the Loew-Poli Palace. . . . Fred R. Greenway, manager, and Lee Feigin, Loew-Poli Palace, had some army recruiting tieups for "Bowery Battalion."

Al Schuman, Hartford Theatre Circuit, and Mrs. Schuman left for a Florida vacation. . . . Emelyn Sozron, Crown, resigned. Eve Batatye replaces. . . . House manager Charles Smedick, Rivoli, resigned. . . . George Landers, E. M. Loew Circuit, promoted Lester Roseen, E. M. Loew's.

Roy Jones, Columbia exploiteer, worked on "Born Yesterday" with George E. Landers, division manager, E. M. Loew's Theatres, and Eddie Harrison, Bijou, Springfield, Mass. . . . Barbara Moore is new at E. M. Loew's.

A theatre advisory committee has been appointed by Civilian Defense Director Royal F. Thompson in conjunction with participation of the theatre industry in the civilian defense information program: Henry L. Needles, division manager, Warner Circuit; Lou Cohen, Loew-Poli; Fred R. Greenway, Loew-Poli Palace; Sam Harris, State; Al Schuman, Ernie Grecula, Hartford Theatre Circuit; Martin Kelleher, Princess; Joe Giobbi, Crown; Bernie Menschell, Community Amusement Corporation; Mickey Daly, Center; George E. Landers, Hartford division manager, E. M. Loew's, and Ray McNamara, Allyn.

Middletown

Sal Adorno, Sr., Middletown Theatres, and his son, State Treasurer Joe Adorno, were active in the Middletown "Heart Fund" ball.

New Britain

The marquee at the Perakos Circuit's Palace was damaged by a truck to the extent of several hundred dollars.

Niantic

Manager Samuel Cornish, Niantic, is noting his 37th year in show business.

Norwalk

Through a tie-in by manager William Hayes, Norwalk, two tickets good for any performance are given to the woman reader of The Norwalk Hour who submits the top recipe for the newspaper's "Recipe of the Week" competition.

For "Halls of Montezuma," manager John Hassett, Empress tied up with the U. S. Marine Corps recruiting station to swear-in a number of local marine recruits on the Empress stage.

Norwich

An extensive promotion campaign was lined up for "Halls of Montezuma" by



Theodore Fleisher, right, New England exhibitor chairman for "Brotherhood Week," points out the poster to be displayed at all theatres from Feb. 18-25 to John C. Dowd, left, regional chairman, and Hatton Taylor, New England distributor chairman, at a "Brotherhood Week" meeting at the Hotel Bradford, Boston, last week. Attending were 300.

Joe Boyle, manager, Loew Poli, and his assistant, Matilda Pysyk.

Plainfield

Bernie Menschell, Community Amusement Corporation, announced the appointment of Herman Chase as manager, Plainfield.

Simsbury

Andrew D. Murphy, stepson of M. T. Quinlan, Simsbury, was named a civilian aircraft consultant to the Israeli government, and left for Israel for his new duties. At one time, he operated the Broad Brook, Broad Brook, and, more recently, he operated the Ritz, Bowling Green, Fla.

Torrington

The Warner, managed by John Scanlan, Sr., is running a series of Tuesday night amateur talent shows.

Waterbury

A number of marine recruits were sworn in during special stage ceremonies at the Loew-Poli for "Halls of Montezuma."

Willimantic

Local clergymen, educators, and leaders of civil and fraternal groups were



During their recent visit to Boston in connection with Eagle Lion Classics' "Prehistoric Women," Joan Shawlee and Kerry Vaughan, featured, were feted at a press luncheon, and seen at the affair, from left, are: Rudy Elie The Boston Herald; Miss Shawlee, Bill Riley, The Boston Globe; Curtis F. Elie, EXHIBITOR correspondent; "Red" King, RKO Theatres publicist; Jack Hamilton, The Boston Globe; hidden, Joe Mansfield, ELC field representative; Bob Taylor, The Boston Herald; Miss Vaughan, Marianne Littlefield, The Boston Traveler, and Helen Eager, The Boston Traveler, all very happy.

invited to a preview of "Prince of Peace" at the Strand by manager Carin John.

Maine Portland

The State awarded a \$25 savings bond as first prize and guest tickets to see "The Magnificent Yankee" in a contest recently conducted.

Ralph Tully, manager, State, entertained at a breakfast preview of "The Magnificent Yankee." Coffee and doughnuts were served in the lobby preceding the showing before approximately 25 persons. Elliot S. Foreman, publicity man, Metro, was in for the event.

The second annual party for boys and girls, sponsored by the Harold T. Andrews Post and Strand, included a program by the Drum Corps, western, six shorts, cartoons, comedies, and a dance revue. Every child was given candy and popcorn before the show, and a 10-pound bag of fruit, nuts, candy, and popcorn to take home. The Strand, Empire, Cinema, and Cape, under the Ralph Snider banner, held a joint party.

The Strand will reduce its admission prices for men and women of the armed services. Nathan Silver, manager, is the first to lower prices. The new rate will be 50 cents including tax Monday through Friday between 1 and 7 p.m. . . . "September Affair," Civic, is the first Paramount product to be shown by Fisher Zeitz, manager, in 27 years in the business. Marines, home from Korea, were guests of the Civic for the Maine premiere of "Halls of Montezuma."

Randolph

A flash fire burned out the Randolph, and killed the wife of owner. Mrs. Sarah Score, 55, was asphyxiated in her apartment over the lobby of the house a half hour after a matinee audience of 400 left the building at 4.30 p.m. Her husband, Louis, 58, was blown out the door, and suffered burns on the hands and face. Arthur McKee, contractor, who, in 1945, built the theatre, estimated the loss at \$45,000. Mrs. Score leaves, besides her husband, a son, David, who manages a Wiscasset, Me., theatre, and two daughters. Explosions were believed caused when the flames reached the cans of film and oil, and swept through the 400-seat structure. The projection booth and ticket office were blown apart. Mr. and Mrs. Score took over the operation of the theatre in January, 1949.

Massachusetts Haverhill

Frank Kelley, manager, Merrimack Square, Lowell, has been named manager, Colonial, shifting jobs with Hazen M. Lyle, who managed the Colonial for the past few years. The change followed

a change in the ownership of the Colonial and Paramount. New England Theatres, Inc., took over full control of the Colonial, and Julius Rosengard, owner, Paramount building, took over that theatre. Previously the Paramount and Colonial had been operated by New England Theatres. Frank H. Coburn, Jr., is continuing as manager, Paramount. The Paramount and Colonial will be operated independently in the future. Haverhill Operating Corporation, headed by Rosengard, has taken over full control of the Paramount.

Lynn

Chairman Richard J. Schmoyer, Lynn savings bond drive, prevailed upon manager James Davis, Paramount, to be the vice-chairman. Lawrence Burke, Davis' assistant, recently recovered from a short illness. . . . Manager Royce Beckman made Harold Langevin, former member of the Warner Staff, his new assistant until the return of Bill Hart from service in the army. . . . Manager Leonard Barrack started Friday night talent shows at the Colony, and suspended the "Country Store" up at the Uptown, of which he is also manager.

Springfield

Manager A. A. Sette, Capitol, tied in with Naval Recruiting authorities to induct close to 100 navy enlistees on stage opening night of "Operation Pacific."

Columbia's Roy Jones was in for "Valentino." . . . Gerald London, Court Square, was named executive secretary, Playgoers of Springfield, replacing Albert Donovan. . . . Ralph Banghart, RKO, Boston, was in.

An excellent public relations chore was accomplished by three MGM stars, who came specifically to plug "The Magnificent Yankee." Arlene Dahl, Phyllis Kirk, and James Whitmore, plus a surprise guest, Lex Barker, handled an hour-long "March of Dimes" broadcast over WMAS, emceed by ace interviewer Zachary Land; were interviewed by editors of high school papers, made a p. a. at the Loew's Poli for "Yankee," met the press for dinner, and obliged long lines of autograph hounds before continuing to New Haven. With the party were Harry Shaw and Lou Brown. Loew's Poli, New Haven; Halsey Raines, MGM, and manager George E. Freeman, local host.

New Hampshire Concord

A bill introduced in the legislature would set up a three-man licensing board for projectionists. The measure would require the licensing of projectionists and their assistants. The initial fee for a license would be \$10, and \$5 for renewal. The assistant's license would cost \$2.

Manchester

Ed Fahey, manager, Shea's State, held a "scheduled performances" engagement of 20th-Fox's "All About Eve." Ray E. Smith, Shea buyer, was reported as saying that business during a Wednesday through Saturday engagement was

"greater by far than any last-half booking we have had for over a year." He said to circuit managers that "Fahey's idea of selling it on a two-day basis without advanced prices or reserved seats was the proper procedure."

Plymouth

At a recent meeting of the citizens group, the following points were agreed upon: Children should see only those pictures approved for them by the League of Decency; the double-feature program, plus serial, plus newsreel, plus cartoon, makes far too long a session for most children; many parents do not permit their children to go to the movies on Saturdays because of the undesirable pictures they may see, and they would permit their children to go, and many themselves attend, if only one approved feature were to be shown along with the serial, newsreel, and cartoon. As a result of the meeting, pastors were asked to mention the new program, and members of various other organizations were requested to announce the program, and to give it their full support. Teachers have also sent letters to the homes of all children asking the parents to back the plan.

Rhode Island Providence

Hugh Marlowe, 20th Century-Fox star, who plays a top supporting role in "Rawhide," addressed political, social, and business leaders of the state in Providence's Memorial Auditorium. The actor's speech, carried over all local radio stations, was one of the highlights of a benefit concert on behalf of the St. Vincent Assembly, well-known local charitable institution. Marlowe was introduced over the air by the governor of Rhode Island, Dennis J. Roberts.

Vermont Bennington

The Buckley family, operators of the Stark for 15 years, discontinued connection with the theatre, their lease having expired. The Harte estate, owner of the property, has not yet announced plans for the future. Christopher H. Buckley took over management of the Stark in 1936, his wife, assisted by their son, T. Garry Buckley, as manager, assuming control on his death six years ago.

Island Pond

Eugene Major, manager, Roxy, co-operated with "The March of Dimes" committee in two showings of a feature.

Randolph

Lawrence Berry, former projectionist, Playhouse, is now a rural mail carrier.

Rutland

Frank A. Vennett, manager, Paramount, represents theatres on the defense committee.

Francis E. O'Neil, manager, Strand, has been awarded a four-year perfect attendance pin by Kiwanis International. O'Neil has been named chairman for the ice fishing contest in connection with Rutland's winter carnival. Feb. 22-25.



NEWS OF THE

Territory

New York City
Crosstown

Don Prince, RKO eastern publicity director, planed out to the coast for a series of conferences with studio executives.

Sol A. Schwartz, president, RKO Theatres, recently appointed amusement division chairman, 1951 Fund of Boy Scouts of America Greater New York Councils, is calling upon members of the industry to be "good scouts," and contribute generously to the much needed \$2,000,000 drive.

More than one million heralds on Paramount's "At War With The Army" have been sold to exhibitors in the metropolitan area as part of a special campaign being conducted by the New York branch, according to A. W. Schwalberg, president, Paramount Film Distributing Corporation. Organized by Henry Randel, New York district manager, the drive aims to induce exhibitors to make an all-out effort to reach every moviegoer in the territory with publicity material on the Dean Martin-Jerry Lewis comedy when it is booked into their theatres.

J. M. Seider, president, Prudential Theatres, was basking under a Florida sun. . . . Booker Ray Mitchell, Prudential Theatres, will be accepting birthday congratulations on Feb. 25. . . . Estelle Lampel, Prudential, celebrated her birthday on Jan. 30. . . . Brandt is the new operator, Embassy. . . . Screencraft was readying three Richard Arlen pictures for release, "Power Drive," "Forced Landing," and "Flying Blind."

Herman Robbins, president, National Screen Service Corporation, has been named chairman, amusements division, Joint Defense Appeal campaign in Greater New York, it was announced by Harry Brandt, chairman, JDA campaign cabinet. As chairman of the division, Robbins will mobilize support for the drive throughout the industry.

Jacqueline Dorothy Harvey, daughter of George Harvey, Paramount publicity department, was wed to Howard J. Smidt. . . . Benedict Bogeaus, producer, "My Brother, the Outlaw," arrived from Hollywood to discuss distribution and exploitation plans with Eagle Lion Classics executives and Edward J. Peskay, his eastern representative.

Richard H. Hoffman, public relations counsellor and publicist, spoke on the "growing menace of juvenile delinquents in movie audiences" on his weekly WEVD radio program, "Movies, News, and Reviews."

Miss Joan Adrienne Kalmine, daughter of Mr. and Mrs. Harry M. Kalmine, was married to Daniel Horton Paradies,



Si Seadler, MGM advertising director, is shown in New York City as he recently addressed the entire Loew-MGM personnel at a Red Cross Blood Bank drive in Loew's commissary. Seen on the platform are nurse Pauline Smith and Loew's publicist Ann Bontempo, campaign leaders.

son of Mr. and Mrs. I. Jacob Paradies, Atlanta, in the Hotel Plaza. The ceremony was performed by the Rev. Dr. Julius Mark, Temple Emanu-El. The bride was given in marriage by her father, president-general manager, Warner Theatres. Miss Janet Helene Kalmine, sister of the bride, was maid of honor, and Mrs. Marvin Shoob, sister of the groom, was matron of honor. James N. Paradies served as his brother's best man, and the groom's brothers-in-law, Marvin Shoob, Robert Haber, and Mervin Laurie, and his cousin, Samuel Girard were ushers. After a wedding trip to Havana, Paradies and his bride will make their home in Atlanta. The bride attended the Lenox School, and was graduated from the Calhoun School and Centerary Junior College. The groom attended the University of Virginia, and served four years in the Army Air Force.

Eighty-two documents, including affidavits from religious leaders and distinguished laymen of the Protestant, Jewish, Roman Catholic and Ethical Culture faiths, were submitted to the Board of Regents by attorneys for film distributor Joseph Burstyn together with a six-page brief to support the two decisions of the motion picture division of the Board of Education that "The Miracle" is not sacrilegious.

Uda B. Ross, regional manager for Latin America Westrex Corporation, subsidiary of Western Electric Company, Inc., left for Mexico City to review the company's operations in that area with the staff of the Westrex Company, Mexico. . . . James "Red" Fahey, U-I home office clerk, resigned to join Cleveland Indians farm team at Daytona Beach, Fla. . . . Representatives of the Roxy, together with the American Guild of Variety Artists and the New York

ITOA Pledges COMPO Aid, Backs Exploit. Plan

NEW YORK—At a meeting of ITOA at the Hotel Astor, the group reaffirmed its support to the Council of Motion Picture Organizations, discussed labor problems, membership, and participation in the forthcoming metropolitan theatremen's business promotion plan.

fact - finding committee, Theatrical Unions, amicably settled all matters relating to a new agreement covering chorus dancers, singers, and ice skaters employed at the Roxy. The new agreement, which runs for a period of two years, provides for salary increases and adjustments in working conditions.

Montague Salmon, managing director, Rivoli, was presented by Dr. Luis Machado, Cuban Ambassador to the United States, with that country's highest honor, the Order of Merit Carlos Manuel de Cespedes.

Dolph Schadler, assistant treasurer, Loew's, and Pat Stewart, also of Loew's, are planning to be married shortly after Easter.

Aid to the American Red Cross 1951 campaign in Greater New York was pledged by Harry Brandt, president, Independent Theatre Owners Association, and Edward Rugoff, head, Metropolitan Motion Picture Theatre Association, in response to a request by Spyros Skouras, 20th-Fox president and ARC's motion picture division, as the campaign got under way at a Metropolitan Club luncheon. New York City's quota was set at \$6,500,000.

Friends of Larry Gross, RKO art department, married to Christine Harrington last fortnight, hosted him at a luncheon in the Taft Grill. Gross has received notice that he will be recalled into the air force.

New Jersey Newark

Joseph Geller, manager, Cranford, capitalized on "National Civil Defense Week" by playing "You Can't Beat the A-Bomb." Newspapers cooperated.

New York State Albany

All out naval support recently set the stage for Warner's "Operation Pacific," Strand. Ex-submariners were invited by four radio stations to attend special "Navy Night" show, following spot radio interviews. Among the networks carrying the advance activities were WABY, WROW, WPTR, and WOKO. Highlighting the stage show's festivities, mc'd by Kris Martin, were Rear Admiral L. B. Combs, principal speaker, commanding officers, Naval Reserve Association, Navy Reserve, and Navy ROTC. Advance stories and pictures released in The Knickerbocker News and Times Union gave the film extensive newspaper coverage.

Pending in the legislature is a bill which would give the State Commission Against Discrimination broad powers to prohibit religious or racial discrimination in theatres, resorts, hotels, certain schools, and other places of public accommodation. Introduced by Senator Frank J. Mahoney, Manhattan, and Assemblyman Bernard Austin, Kings, both Democrats, the bill was drafted after consultation with the American Jewish Congress, the National Association for the Advancement of Colored

People, and the Citizens Union. Proposing to give the State Commission Against Discrimination the same powers in places of public accommodation it now has in employment, the measure is similar but not identical with a bill unsuccessfully introduced last year.

A bill to increase the "service charge" on all admission tickets was hopped in the State Senate. Introduced by MacNeil Mitchell, New York, the measure would permit a maximum increase to \$1, plus lawful taxes, in lieu of the 75-cent ceiling above regular price in effect today.

Arthur Greenblat, Lippert general sales manager, and Don Passen, branch manager, Buffalo, visited Warner Theatres to confer with Max Friedman, film buyer. . . . Variety Club, Tent 9, sponsored the Gene Autry show with Gene Autry in person at the RPI Field House, Troy, on Feb. 9. . . . Jules Perlmutter, Lake, Lake George, arranged to take over management of the Fort George Drive-In, opened last season by Nathaniel Englander, Glens Falls businessman. . . . Neil Hellman, Hellman Circuit and wife, are on their annual winter stay in Florida. . . . Cecil Patten, State, Adams, is vacationing in Florida. His daughter is operating the theatre. . . . Eleanor Reutzel, RKO assistant cashier, resigned to await an image. . . . Joan Boisvert, Loew's boxoffice statement clerk, was confined to her home with tonsillitis. . . . Phyllis Dembo and Margaret Weichmann, Loew's enjoyed weekends in New York.

St. Lawrence Investors, Inc., operating the American, Canton, filed an anti-trust suit claiming restraint of trade in clearances granted where it is said no substantial competition exists. Defendants are Schine Chain Theatres, operating in Ogdensburg, and Loew's, RKO, Warners, 20th-Fox, Paramount, Columbia, U-I, and UA.

An extension until Feb. 17 was granted Fast Theatres Inc., Loew's, RKO, Warners, Paramount, 20th-Fox, U-I, Columbia, UA, and Eagle Lion Classics to file answers in the anti-trust action brought in U. S. District Court by Colony Theatre, Inc., Schenectady, seeking to enjoin an alleged monopoly exercised there by Fabian on first-run product.

Binghamton

The Binghamton, dark for 15 years between 1931 and 1946, was closed indefinitely again on Feb. 3. The 32-year-old house had been reopened in October, 1946, as a combination vaudeville and film house but vaudeville was discontinued last year. Comerford also owns and operates the Riviera, Strand, and Capitol. The Binghamton has approximately 1,800 seats.

Buffalo

Word leaked out that Frank Basset, manager, Dipson's Bailey, has gone "that-a-way" about one Lorraine Augusiewicz, a lovely little miss and former employee at the Bailey and that the ring was slipped on her finger. Basset also states that he has the apartment all picked out and ready for joint occupancy this coming June.

Letters to the Editor

(The following represents portions of a letter written by Joseph Mirasola, C and M Theatres, Inc., operating the Larkfield, East Northport, N. Y. Because of space restrictions, the entire letter can't be reprinted, but the portions presented convey the nature of the missive.—Ed.)

Dear Sir:

In the interest of my theatre and my fellow exhibitors I have been debating with myself for some time about the terrific problems confronting the independent exhibitor. I hope you, as you read this letter, can grasp my meaning, and, with this in mind, use your publication in printing this letter so that my fellow exhibitors can digest its contents, and, perhaps, wake up to support this movement in the high hopes of saving our theatres.

Showmanship is in my blood. I have never used as much energy in building and plugging pictures as much as I have in the past two years, and now I am mad, fighting mad. I'll be damned if I'm going to shove a slogan down my patrons' throats by saying that "Movies Are Better Than Ever" when to me they are "Bitter Than Ever."

We have a serious problem, television, business conditions, etc., but what are the film companies doing about it? Nothing, except getting fantastic rentals on their so-called "movies are better."

I am a showman. I know how and what to do for my patrons. Twenty-five years of being in this business showed me how.

I started as a reel boy in a local movie house, did porter work, ushered, and, finally, after years of hard work, I bought my first theatre, a 250-seat closed house with the louisiest of reputation. Today, that theatre enjoys a good run as well as a good reputation. I've owned theatres in the slums, where you had to contend with the lowliest of patrons. Today, I own and operate my present theatre, and built it with my own sweat and blood. Now I am on the brink, the same as other exhibitors in the same boat, of closing down if conditions don't improve.

My idea is to try to get together all the independent exhibitors in the Metropolitan and New Jersey area, pick out a large theatre, and arrange a meeting at which these exhibitors can express their views on the situation. I believe I have some very good concrete ideas on how to meet competition of television

as well as business conditions. I am also certain that other experienced men in this field have ideas. Together we can accomplish the impossible.

If the exhibitors were able to get together, and meet with one thought in mind, I know that a solution can be reached. We have problems, and, as far as I know, these are some of them—television, high, fantastic rentals, and lack of cooperation on the distributor's part. Today, practically every feature from the major companies is on a percentage basis. We have been doing a lousy business. Suddenly a good grosser comes along, and that doesn't even put us out of our losses from the bad ones. It's about time something was done about this situation.

Some exhibitors are cutting down admission prices, and some are raising them. I don't see any advantage to this. Raising or lowering of admissions is definitely no solution to our troubles. After all, I know of theatres that are doing just as bad, and these theatres are not in an area where television reception is 100 percent as in my location.

Today, I saw the most disgusting thing happen that made me feel fed up with the entire matter, but after thinking it over, I sat down, and started writing this letter. An upstate exhibitor evidently did very bad with a picture which he played. The reason for this was due to the weather. He told a branch manager that the reason his gross was so bad was that there was a bad snowstorm, and that the roads were very bad. The branch manager looked out his window, and had the stinking gall to tell the exhibitor, "I don't see any snow." Hell, is this the kind of an answer to give a man? Is this the consideration they show us? Where is the exhibitor going to go for relief. If these conditions continue, I'm afraid that we will all go on relief, and drag these so-called big shots along with us.

Let us get together in this fight. If we succeed, it will be a benefit not only to the independent exhibitor but to the film companies as well. I trust you will give this matter your whole-hearted attention, and treat it with all the consideration that it merits.

I would gladly use my theatre for this or any other meeting that the exhibitors want to use it for. Weekdays this theatre is closed. My policy is evenings, with continuous shows on Saturdays, Sundays, and holidays. It is only an hour's drive from Times Square by car or train.

Al Pierce, Shea's Bellevue, Niagara Falls, manager, returned from a vacation in Detroit.

On Jan. 20, Private First Class Richard W. Earl, Macon, Ga., never expected to see his wallet containing \$100, which he lost on his honeymoon in Canada. He received a package containing the wallet, the money, and this note, "Do You Believe in Santa?" Santa was Joseph Miller, Albany. Nice going.

Ed Smith, manager, Basil's Victoria, joined the Air Force Transport Command. He was replaced by Ralph Tauffener, formerly with Basil's Apollo. . . .

Albert LuDucca has been appointed manager, Apollo. He succeeds Ralph Tauffener.

Gene Autry, Columbia western star, was host at a reception for exhibitors, radio, and press. . . . Eddie Miller, Center manager, had a sellout for his benefit stage and screen show for the Cerebral Palsy Fund. . . . Fred Itzenplitz, Tom McMahon, and Don Measer held special Lincoln's Birthday kiddie matinees at Shea's Kensington, Elmwood, and North Park. . . . Ed Lurie, studio representative, Lippert, was in working with Ed Meade, Shea's publicity director, and Bill Carroll, assistant, on "The Steel Helmet," Shea's Buffalo.



A group of leading exhibitors will produce a feature film in New York City this summer in a deal with the Council of the Living Theatre, and pictured in New York City as she recently signed the agreement is Katherine Cornell, Council co-chairmen, and, from left, Fred J. Schwartz, treasurer of the group; exhibitor Sam Rosen, producer Lester Cowan, theatreman William Cronin, Arthur Schwartz, Broadway playwright, and Gerald Goode, executive director.



Abe Dickstein recently was named branch manager, 20th-Fox's New York City exchange. He had been UA's metropolitan branch head for several years.

James Whitmore, MGM star, flew in to spend a few days with his parents. . . . U-I's five Sioux Indians, making the rounds and beating the drums for "Tomahawk," were in. Bill Brereton, Basil's publicity director, arranged for appearances.

Earl Evans, MGM press representative, and Eddie Meade, Shea publicity director, were busy arranging for the visit of Miss Pug Wells, American Airlines hostess, in town in behalf of MGM's "Three Guys Named Mike." . . . George Gammel, Gammel Circuit, president, MPTO, and wife, Dorothy, left for a motor trip to New Orleans and Florida. . . . Mrs. Marie Hayman, Strand and Cataract, Niagara Falls, is at present enjoying her home at Miami Beach, Fla.

Caesar Rojek, manager, Gammell's Colonial, is confined to the Deaconess Hospital, where he underwent a recent operation. . . . Harry Cotton, Alexander Film Company, was in to see representative Al. Noodleman. . . . Richard Miller, manager, Basil's Genesee, made a tieup with a jewelry store on "King Solomon's Mines." . . . Gus Basil, president, Basil Brothers Circuit; wife, Mary, and Barbara Basil, widow of Nick Basil, left for New Orleans to attend the Mardi Gras!

—M. G.

Rochester

Drive-in managers were happy on Representative Kenneth Keating's assurance there would be no gasoline curbs. . . . Ed Lurie, assistant to Sam Fuller, Lippert producer, was in at Loew's ahead of "The Steel Helmet." . . . S. N. King, Bond Stores advertising chief, came from New York to see start of a store-sponsored quiz show on the Paramount stage.

Manager Jerry Baker, RKO Palace, had a "natural" for his stage ceremonies at the opening of "Halls of Montezuma" with Mayor Dicker presenting commendations to a marine veteran just back from Korea along with swearing in of new marine recruits. . . . George David, The Democrat and Chronicle theatre editor, was back from his annual jaunt to New York.

"The March of Dimes" collections were down in most houses, but manager Lester Pollock, Loew's, reported they were up 20 per cent there. Manager Frank Lindcamp, RKO Temple, added glamor at collections in his house when drum majorettes from Slager Post Band in costume wielded the money cans.

Most theatres were trying added attractions to lure customers. . . . The Auditorium installed an amplifier system to kill dead spots. . . . Mr. and Mrs. Ben Belinson, Little, who regularly do all right with the arties, once in a while shift to top second-run product.

—D. R.

Syracuse

George Harris, Strand, hoped to be back with the big smile. . . . When two stagehands tangle, cars must suffer. It's "Flash" McNulty this time, sporting a new fender. . . . At recent showing of "Never a Dull Moment," manager Sol Sorkin, RKO-Keiths, awarded two prizes in separate contests, a weekend trip to New York and a TV set. . . . We're glad to welcome Norbert Edem, manager, Globe, to the list of EXHIBITOR readers. . . . Anybody heard from Jack Flex lately? . . . Sol Sorkin claims to have the only invisible submarine in captivity but no one has been able to find it.

"The Groom Wore Spurs," being released by U-I, will have its world premiere at the Paramount on Feb. 20.



Herman Robbins, president, National Screen Service Corporation, recently was named chairman, amusements division, Joint Defense Appeal campaign in Greater New York, it was announced.



Spyros P. Skouras, right, 20th-Fox president, is shown in New York City as he recently met with Mrs. Lytle Hull and Jascha Heifetz concerning plans for the world premiere of 20th-Fox' "Of Men and Music," which will be a benefit for the Hospitalized Veterans Music Service, of which Mrs. Hull is premiere chairman.



Arnold M. Grant, member of the boards of a number of corporations including Columbia, Associated American Artists, Five Continent Films of Holland, and Orto Theatres of Milwaukee, recently was elected president, Syracuse University Law College Alumni Association.

Harold Dore has been advanced from assistant manager, Schine's Palace, to a similar position at Schine's Eckel. . . . Mrs. Dorie Knapp is new at Schine's Paramount. . . . Gold mining stocks seem to make interesting reading matter for Fred Malone, assistant manager, Paramount. . . . Harry Feldman, Jr., Little Falls, spent a weekend with uncle Richard Feldman, manager, Paramount, and attended the Niagara University-Syracuse basketball game. . . . Alex Nichol and Susan Cabot, in for personal appearances previous to the opening of U-I's "Tomahawk" at the Paramount, were entertained at the hotel Syracuse by zone manager Harry Unterfort, Schine Theatres, assisted by Thola Schenck, The Post-Standard critic. . . . "Pat" Lochner is new on the Paramount staff. . . . "Bob" Sardino is still using the auto chains coming in from the Westvale mansion.

Kallet Theatres, Inc., will soon open its latest house, the Genesee, located in the Westvale Shopping Center. Myron Kallet, president, hopes to have the house opened shortly. The house, the first to be built in this area in a quarter of a century, will be of most modern design, featuring a glass front and overhanging marquee. Ample parking space for 1,000 cars will be provided.

—J. J. S.

EYING THE

Exchanges

NEW YORK—Film room exchange employees had an extra \$4 in their weekly pay envelopes as a result of negotiations conducted by the Film Exchange Employees Union, Local B-51. The contract, retroactive to Dec. 1, will elapse on Nov. 30, 1952.

MGM—Newcomer Henrietta Isaac was welcomed as biller. . . . Salesman Robert J. Ellsworth's son, Robert J. Ellsworth, Jr., was married to Mary McDonald at St. Anthony's Church, Brooklyn, on Jan. 27. . . . Former secretary Marilyn Levy was basking under a Florida sun. . . . Maude Harris was welcomed as new accounting clerk.

BONDED—Film examiner John Anderson is now working on the 14th floor. . . . Helen Dover, Winnie Ceglia, and Maria Larson were welcomed as the new film inspectresses. . . . Film inspectress Marie DeSilva was undergoing some surgery. . . . George Rugg was welcomed as the new night shipper. . . . Staff members welcomed Dorothy McDonald as the new switchboard operator.

U-INTERNATIONAL—Booker Hal Rosen's band was on hand at the marriage of exhibitor Max Wallach's daughter, Diana, on Jan. 28. . . . Office manager Leo Simon celebrated his birthday on Jan. 26. . . . Staff members welcomed Murray Bandel as new cashier's clerk. . . . Friends were hoping for the speedy recovery of film inspectress Marie Johns, at home with a broken leg. . . . Film inspectress Florence Knight's daughter, Charlotte, went to South Carolina to join her marine husband.

REPUBLIC—Phyllis Worman was welcomed as the new booking trainee. . . . Home office student Walter Behr left to continue his study of exchange operations in Boston. . . . Branch manager Robert Fannon's son, Donald, graduated from the Illinois Institute of Technology as an industrial engineer.

COLUMBIA—Office manager Norman Gross celebrated his birthday on Feb. 9. . . . Booker's assistant Howard Maller reported for his physical. . . . Many exchangeites were present at a home



Miss Joan Adrienne Kalmine was recently married in New York City to Daniel M. Paradies, Atlanta. She is the daughter of Harry M. Kalmine, president-general manager, Warner Theatres.

office recent screening of "Valentino." . . . Newcomer Ben Siek was welcomed as shipper. . . . Exhibitors Charlie Zingali and Harold Kafko were around.

MONOGRAM—Friends were happy to see booker Etta V. Segall knocking around again. . . . Terry Testa, ELC, was welcomed as switchboard operator. . . . Cashier Larry Downes was awaiting Presidential greetings. . . . Mary Chisholm and Grace Cordova were welcomed as the new cashier and booking assistant, respectively.

RKO—Stenographer Grace Cordova and typist Martha Lopez resigned. . . . Office members were planning a luncheon in honor of biller Frances Atlas and Dirce Diana, boxoffice department, who will be married on Feb. 9 and 10, respectively. . . . Staff members were expecting great things from "The Thing."

ELC—Bookers and salesmen were all busy with a bonus reissues drive that has been added to the last month of the "Bill Heinemann Drive" slated to end on March 2. . . . Booker Al Trilling's wife, Shirley, will be celebrating her birthday on Feb. 18. . . . Exhibitor Joe Green was in. . . . Staff members welcomed Pat Vanzolina as switchboard operator. . . . Typist Ruth Tannenbaum was back.

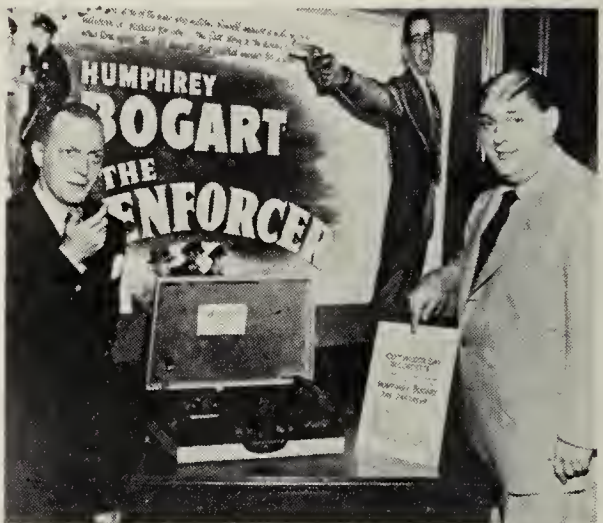
20TH CENTURY-FOX—Sarah King was welcomed as assistant cashier. . . . Everybody was happy about Abe Dickstein's appointment as branch manager. . . . Assistant percentage clerk Bea Kay has been promoted to fill the position vacated by percentage clerk Norman Sher's resignation. . . . Harriet Coen, billing department, was back after illness. . . . New Jersey booker Al Mendelsohn's mother-in-law passed away. . . . The Family Club met to discuss plans for the annual "shindy."

PARAMOUNT—Assistant cashier Roslyn Rubin was ill. . . . Exhibitors Lou and George Gold were around. . . . Accounting clerk Louise Scolosi celebrated her birthday on Jan. 26. . . . Friends were happy to see shipper Joe Marx again after illness. . . . All present at the screening of "When Worlds Collide" predicted that it would be a boxoffice smash. . . . Film inspectress Helen Myers was reported recovering nicely from a broken leg.

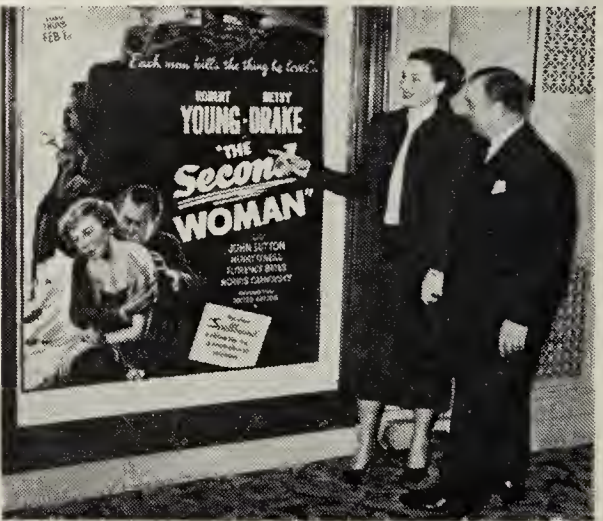
RAMBLIN' ROUND—Jerry Shur, Douglas, Yonkers, was seen at Metro Premiums, which is currently sharing space with Quality Premiums. . . . Sid Kulick, Bell, was doing jury duty. . . . Bell is readying "Everybody's Girl," a burlesque film, for imminent release. . . . Murray Vernkoff, Screencraft, was back after a brief respite. . . . Many exchangeites were present at a brotherhood meeting at the Biltmore on Jan. 29. Ben Abner was the principal speaker to promote "Brotherhood Week." . . . Hoffberg's School for Husbands" was released for theatres in upstate New York. As part of a general promotion campaign, Sarah Allen was on hand in personal appearances. . . . Secretary Clara Heintz, United Artists, celebrated her birthday on Feb. 1. . . . Favorite announced that "The Fighting O'Sullivans" - "Salerno Beachhead" had been booked for the New



Harry Greenman, managing director, Capitol, New York City, greets some of the celebrities who attended the recent world premiere of Warners' "The Enforcer," and seen from left are Burton Turkus, former district attorney; J. Jostyn, radio's "Mr. District Attorney"; Adelaide Klein, featured; Martin Starr, WINS commentator, and Greenman.



Everett Sloane and Zero Mostel, featured in Warners' "The Enforcer," which premiered recently at the Capitol, New York City, are fascinated with the recording machine offered as a prize in a contest to promote the film's showing.



Shirley Ballard, featured in UA's "The Second Woman," and Monty Salmon, managing director, Rivoli, New York City, admire one of the advance lobby displays used recently to bally the film.

Amsterdam. . . . Home office visitor Dave Belaire is spending three weeks at Republic. . . . Favorite's favorite booker, Gloria Korn, will wed on April 7. New typist at Favorite is Miss Holzwasser. . . . Employees at Paramount are now eligible for the Blue Cross Plan. . . . Bookers at Paramount are reminding visiting exhibitors that "The Goldbergs" is now "Molly." . . . Leonard Brooks, film examiner, Warners is taking time out for an operation. . . . The Bookers Club had a real rouser of a meeting, with everyone showing genuine interest.

Settlement Victory For City Line, Philly

PHILADELPHIA — Albert M. Cohen, counsel, Harry Fried Estate, announced last week that the anti-trust clearance case of the City Line Center against the major companies had been settled out of court. The theatre receives a 28-day key first run.

NEWS OF THE

Territory

Philadelphia Crosstown

The Fox held a preview of 20th-Fox's "The 13th Letter." . . . The S-W Bromley or Ogontz are now playing neighborhood key run, the same as Goldman Theatres' Esquire.

The trade mourned the passing of George Lipsius, prominent attorney, part owner of the Arena Corporation, and a member of Variety Club, Tent 13, and other organizations. Funeral services were held from Rosenberg's Memorial Chapel, with interment in Roosevelt Cemetery.

Henry Friedman has been right in their pitching for several weeks now with his one-man campaign against large screen television competition. His newspaper ads for the Lawndale have been featuring the slogan: "See our shows on our new 65,000-inch screen."

The Wayne was robbed of \$75.

William I. Greenfield's Sherwood closed. . . . There was a fire last week at Norman Lewis' York.

Vine Street

David E. Brodsky, has been named president, Downtown Hebrew Orphans' Home. . . . Allied Motion Picture Theatre Service announced that it is now doing the buying and booking for the Lincoln Drive-In, Thomasville, Pa., for owner Henry J. Halliwell.

John "Jam Handy" Golder postcarded from Miami, Fla. . . . Frank O. Ackley, former manager, Carman, postcarded

Trade Mourns Passing Of Bernheimer Brothers

WASHINGTON, D. C.—The trade was saddened by the passing of two brothers, Louis Bernheimer, 68, owner of three District theatres and one in Alexandria, Va., and Jonas Bernheimer, 75, superintendent, Warner Building, who died of heart attacks within nine hours of each other.

Louis owned the Jesse, Newton, and Village, in the District, and the Vernon, Alexandria. He had been in the industry for more than 40 years, and worked in many District theatres as manager or projectionist. He was a charter member of the Variety Club, and held membership in the Motion Picture Theatre Owners of Metropolitan Washington.



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from Riverside, Cal., where he says he is making his home, taking it easy, although he misses show business.

Rumors were around again last week that Stanley-Warner was going to try a vaude-film policy two days a week at the Broadway and two other houses plus the Stanley, Camden, N. J., on Sundays, making a full seven-day week for the acts.

Mrs. Gloria Spirt, EXHIBITOR secretary, was tendered a shower and dinner at the Broadwood by the girls of the office upon the occasion of her leaving to await the arrival of the stork. . . . Jules Lapidus, eastern sales manager, and Robert Smeltzer, district manager, were in at Warners for a meeting with branch manager William Mansell. . . . The Republic salesmen got their new company cars. . . . Joe Perry, Clark Film shipper, was operated upon at Jefferson Hospital.

Mrs. Ned Yaffe, wife of the Y and Y Popcorn Supply executive, was recuperating from an operation in St. Luke's Hospital. . . . Francis X. Kelly, 20th-Fox booker, made the Scranton, Pa., trip. . . . New in the 20th-Fox billing department is Gloria Cohen. . . . Dorothy Bass, 20th-Fox secretary, was on vacation. . . . Joseph P. Smith, field assistant to Robert L. Lippert, was in at Lippert. . . . Arthur Hyman, Lippert upstate salesman, added Harrisburg, Pa., to his regular territory. . . . The brother-in-law of Mickey Lewis, National Theatre Supply, died in Episcopal Hospital. . . . Dan Katlin, Music Hall, Lansdale, Pa., is recuperating at home from a recent operation.

To clarify matters; Sieg Horowitz is a salesman at Columbia, not city salesman. . . . MGM salesman William Hopkins was still hospitalized following a recent operation. . . . Jack Jaslow is now handling "The Titan," former UA release. . . . Harry Thomas was in last week.

George D. "Scotty" Hutcheon, Warners' office manager, was promoted to New Jersey salesman. All of his many friends wish him well in his new post. Ed O'Donnell succeeds him in the office manager's spot. Joe Quinlivan has been promoted to booker to fill the vacancy.

The trade was happy to learn that Ollie Guilfoil, until recently WB salesman in the New Jersey territory, had become an exhibitor. He has purchased the Embassy, Westville, N. J., from Basil Ziegler, and will operate it with his wife. Guilfoil lives in Woodbury, N. J., and his friends will be glad to see him around the district as of usual. Ziegler will continue to book the Little, Haddonfield, N. J.

Benny Glatz, MGM projectionist in charge of censorship, was on the sick list.

Pug Wells, American Airlines hostess, who is doing the country as part of the publicity campaign for MGM's "Three Guys Named Mike," was in town, and made the usual press, TV, etc., rounds. She was squired by Dick Mayers.

George Sobel, well-known exhibitor, was on the sick list. . . . Recuperating at University Hospital after illness was Hank Weiss, attorney, formerly connected with PRC. . . . Eli Ginsberg,

Monogram salesman, was also recuperating at home from his illness. . . . Max Miller, Eagle Lion Classics' publicist, trained up to Boston in the interest of "Mr. Universe." . . . Allied Booking and Buying Service announced that it has added the Renninger Drive-In, Schuylkill Haven, Pa., to its list. The spot is owned by Messrs. Fetter, Swade, and Murphy.

Circuits Stanley-Warner

Joe Forte, Bromley manager, is recovering from some recent surgery at the Misericordia Hospital. . . . Dick Brown, Keystone manager, was at the Naval Hospital for a check-up. . . . J. Ellis Shipman was in New York attending home office meetings. . . . Bob Laputka is the new young man in the mailroom. . . . Are those rumors about Jack Brodsky's engagement true? . . . Ruth Berger Gustafson, former secretary in the advertising department, was in with her three-year-old daughter. The youngster is a replica of her mother. . . . Betsy Reuter, ex-file room aide, has had a siege of illness, and is in the Jefferson Hospital.

District of Columbia Washington

The Motion Picture Association of America played host to a brilliant array of government military and naval officials at a dinner and private film showing at the Academia. Guests of honor were the Italian Ambassador, Alberto Tarchiani, accompanied by Mrs. Tarchiani. Eric Johnston also attended. The picture shown the assembly was "September Affair," a Hal Wallis production for Paramount. Joan Fontaine, one of the two stars, attended. The event was a tribute to the Italian government, represented by Tarchiani, for its generous support of American film makers who have produced pictures in Italy. Wallis, producer of "September Affair," also came from Hollywood to attend the function along with Joseph Hazen, president, Wallis-Hazen Inc., and Mrs. Hazen.

William "Bill" Ewing has told intimates he will retire to a life as a farmer very shortly. He has been one of the mainstays with the Warner organization for better than 25 years, working for most time under the aegis of Frank LaFalce, Washington area office, Warner Theatres. A host of friends on his side, he will be remembered for bringing this business to the successful point it now occupies. Good luck on the tobacco farm in Southern Maryland. Another Warnerite contemplating leaving is John Marcon, who manages the Metropolitan for George Crouch.

Representing the Washington Board of Trade as well as the Theatre Owners of Metropolitan Washington, A. Julian Brylawski, president, testified before a Senate District Committee in opposition to a bill to extend the District of Columbia's minimum wage law to men. At the present time, the law only applies to women.

The Theatre Owners Association of Metropolitan Washington, affiliated with Theatre Owners of America, recently approved the plan recently passed by the

Allied Leaders At Pa. Meeting

PHILADELPHIA—Sidney E. Samuelson, general manager, announced last week that Abram F. Myers, general counsel, National Allied, and Trueman Rembusch, president, National Allied, would speak at the 13th annual meeting of Allied Independent Theatre Owners of Eastern Pennsylvania, Inc., at the Broadwood Hotel on Feb. 19.

The meeting, which includes a luncheon, is for the purpose of electing governors, acting upon the annual reports, giving an analysis of the present boxoffice and film situations, and holding a forum on television, to be led by Rembusch.

The nominating committee have submitted the following for members of the board of governors; from Philadelphia for a three-year term: Ben Fertel, Milton Rogasner, and Morris Wax; from upstate Pennsylvania, Jack Greenberg and Larry Woodin. For alternate governors for a one-year term, the nominating committee submitted Alfred J. Davis, Ardmore, Pa.; Max M. Korr, Allentown, Pa.; Mark Rubinsky, Harrisburg, Pa.; Lester J. Stallman, Reading, Pa.; Thomas P. Thomas, Taylor, Pa., and Thomas Lazarick and David Moliver, Philadelphia.

Additional nominations for governor or alternate governor may be made by petition prior to Feb. 16.

The board of governors will meet at the close of the session.

board of COMPO for enlarging COMPO's board of directors, and establishing a new executive committee to provide new regional representation on both. The group also approved a \$25 per theatre assessment proposed by TOA for paying legal and technical talent in connection with TOA's request for special radio frequencies for theatre television.

Warner Theatres

In town working with Frank La Falce on special campaigns were Sid Zins, Columbia, on "Born Yesterday," and Max Miller, ELC, on "Prehistoric Women." . . . Sam Wheeler is another film man who has been very much in evidence. On "Bitter Rice," he has gone in for special exploitation. . . . The Frederick, Frederick, Md., closed for repairs. . . . New in the contact department is Agnes Sherwood, comptometer operator. . . . Tex Ritter was booked for a personal appearance at the Academy, Hagerstown, Md. . . . Nat Glasser, district manager, Maryland circuit, held a special screening of "Storm Warning," for the managers in his territory. Following the screening, he held an advertising meeting at which promotion plans were discussed. At the same time "The Wanderer's Return," short subject on Israel, was screened. . . . Ray Ayrey's father and mother took their first airplane trip to visit their son. . . . The Warner Theatres cooperated with the Washington Heart Association in the drive by putting in each theatre the familiar plastic hearts to accept contributions from patrons. . . . Fred MacMillan, manager, Warner, again did a terrific job on "The March of Dimes" by

tying in with two cab companies, Veterans and Yellow, who furnished cabs in front of the Warner for free trips to any spot in the District in return for a contribution to "The March of Dimes" display in front of the Warner. . . . The Warner Theatres Bowling League had one more week to go. Combined teams of the Warner and Metropolitan were tied with the York for first place.

Delaware Wilmington

Earle G. Finney, manager, S-W Ritz, completed a tieup with Greenhill Dairies whereby all children under 12 who present a Greenhill Golden Guernsey Homogenized bottle top at the Ritz will be admitted free on any Saturday or Sunday afternoon. The tieup is to continue for an indefinite number of weeks. The Greenhill Dairies will redeem the bottle tops at the full price of children's admission each week.

Approximately 45 men of the Governor Carvel Delaware Marine Platoon were to be sworn in by Lieutenant Governor Alexis I. du Pont Bayard in ceremonies being held in the Rialto. Lieutenant Governor Bayard is a captain in the U. S. Marine Corps Reserve. He planned a party for the group at the Hotel Du Pont following the ceremony.

Edgar J. Doob, manager, Loew's Aldine, underwent an operation at the Delaware Hospital. . . . The loss of five copies of Rudyard Kipling's "Kim" was reported in a Sunday Star lost and found ad, and a cash reward was offered for the return of these books to Loew's Aldine. Manager Doob reported that Star want ad readers returned four of the five copies. . . . Managers of S-W Theatres met with Joe Bergin, district manager. . . . Sylvester Courtney, 70, formerly at S-W Ritz and S-W Queen, died. . . . Joseph E. Cole, projectionist, returned to the S-W Ritz, with Charles W. Sharp, Jr., as assistant. . . . The son of George W. LeKates, Jr., S-W Ritz, recently inducted into the army, is stationed in southern California.

—HENRY L. SHOLLY

Maryland Baltimore

A cleaning woman at the Glen, Glenburnie, Md., discovered the safe in the



Morton Gerber, center, new Chief Barker, Variety Club, Tent 11, Washington, D. C., is seen as he recently presented plaques to retiring Chief Barker Wade Pearson, right, and 1949 Chief Barker Jake Flax. Plaque inscriptions read: "In grateful recognition of his enthusiasm and unexcelled leadership and for his many unselfish contributions to the general welfare of the club's membership."

second floor office had been broken into when she reported for work. J. R. Gruver, manager, estimated that about \$1,500 had been stolen.

For "Halls of Montezuma," New, M. A. Mechanic, owner, arranged to have as his guests some marine officers and men and one woman sergeant. Some newly enlisted men were sworn in on the stage. A contest, broadcast over radio and television stations, was held in cooperation with a night club for contestants to fill out the slogan "I am proud of the U. S. Marine Corps because . . ." Prizes for the best were a dinner and a \$25 government bond. Mechanic entertained the guests at dinner.

John "Hon" Nickel, 73, one of the city's oldest showmen, died from a heart attack. He was owner, Gayety, which played burlesque shows.

Leon S. Golnick, who heads an advertising agency, and who was a pioneer in making films for television of a dramatic, and educational nature, has been appointed deputy director of education, and information for civil defense by Governor T. R. McKeldin.

U-I's "Target Unknown" had its world premiere at Keith's, climaxing a promotional campaign featuring Captain William D. Locke. Through a tieup



Enjoying themselves at the recent Washington, D. C., screening of Paramount's "At War With The Army," are, from left, in the front row, Gus Lynch, Schine Circuit booker, and his wife, and exhibitor Ike Weiner. In the second row, Ida Green, Paramount, Washington, is seen leaning over, and next to her is Mrs. Weiner, while Paramount branch head Al Benson is seen at right in the photo.

with the Glenn L. Martin airplane factory, the theatre featured special airplane displays in the lobby, and Martin promoted the picture through posters in the plant.

A trip to New York was made by Mr. and Mrs. Meyer Leventhal to celebrate their 25th wedding anniversary. Leventhal is managing director, Lord Baltimore.

First event to raise money for the "Heart of Variety Fund," by Tent 19, William G. Myers, Chief Barker, will be the oyster and bull roast from 1 to 6 p.m. on Feb. 24. The menu will carry 15 different dishes. Member tickets are \$4 and non-member tickets \$5. Co-chairmen of the committee of arrangements are Aaron Seidler and Fred Sapperstein, from whom tickets may be obtained or from Clyde Young, club secretary. A limited number of rust-proof aluminum club auto emblems are ready for members who desire them, costing \$1 each. Every Wednesday night in the clubrooms "Bingo" will be played, and barkers and barkerettes are invited. Food will be free. The Chief Barker was recently presented a gavel made in a workshop by boys of the Police Boys' Clubs.

Mrs. George Sewell, wife of the projectionist at the Linden. Schwaber Circuit, died suddenly. Our sincere sympathy is extended.

JACQUES SHELLMAN



Debbie Reynolds and Carlton Carpenter, both featured in MGM's "Two Weeks With Love" and "Three Little Words," are glimpsed with MGM exchange personnel during their recent visit to Washington, D. C. On the front row are Mrs. Reynolds, the starlet's mother; Sidney Eckman, sales representative; Miss Reynolds, sales manager Paul Wall, and booker Max Stepkin, while on the back row, in front of Carpenter, are office staffers Audrey Poulos, Mickey Hodgins, Grace Stein, and Louise Roberts.

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Hagerstown

Over \$1200 was collected by three houses here for "The March of Dimes." . . . Ads offering the lease of the Academy by Warners appeared in local newspapers. The house has 1120 seats.

—L. McW.

Leonardtwn

Manager Bob Wentworth displayed an aircraft torpedo and depth charges outside the St. Mary's for "Operation Pacific," and was planning for a tribe of Indians to appear for "Tomahawk." . . . Val Lyons is the new manager, Glynmont, Indian Head, Md.

New Jersey

Moorestown

Melvin Fox's Criterion held its second consecutive showing of Sunday films, and there was no organized protest or demonstration but two representatives of religious denominations purchased tickets, and were present as observers. Reverend Ralph I. Shockey, president, Church Council, said that warrants would be sworn out to augment those already pending against Fox, manager William Wright, Jr., and Stanley K. Heilbron, Fox's general representative. The hearing on the warrants will be held by agreement on Feb. 27. The clergymen contend that the Sunday showings are in direct violation of a 75-year-old New Jersey blue law.

Trenton

The CIO is opposing the Cafiero bill to permit during school vacations, employment of youths 14-16 until 10 p.m., and those 16-18 until midnight in theatres. The CIO declares that to enact such a law would wreck child labor standards.

Pennsylvania

Harrisburg

For "Born Yesterday," Gerry Wollaston, manager, State, had an attractive display set centered around a recording machine playing "I Can't Give You Anything But Love, Baby." . . . Jack O'Rear, manager, Colonial, wears specially-designed ice grippers on his shoes for his .07 of a mile hike from the bus stop to his new home out in the country. . . . Thomas Mullaney replaced Lesten Miller at the State. . . . Colonial assistant manager Jack Trumbo and his wife were recent flu victims. . . . New aides at the State are: Leroy Radle, Marlin Ulrich, William Zimmerman, and Thomas Phillips. . . . Joseph Murdoch, new manager, Senate, is house-hunting. He recently sold his home at Uniontown, Pa., and has been joined by his wife. . . . Ken Steckline, assistant manager, Loew's, spent a vacation "taking care of his two sick kids." . . . Sam Gilman, manager, had Loew's all dressed up in fantastic designs for "Kim," with a giant advance lobby display, distributed coloring books to the children, had a native Indian woman "telling fortunes" on the mezzanine during the first three days of the showing, had members of the staff wear colorful turbans and large badges reading "KIM's Coming," and arranged for "Kim" books to be given out by Red McCarthy, WHGB disc jockey.



Inaugurating industry participation in "Brotherwood Week" in Philadelphia, the Rev. A. W. Gottschall, Rabbi David H. Wice, and Philadelphia area trade chairman Norman Silverman, branch manager, Republic, are seen at the meeting held recently at the Aldine attended by several hundred enthusiastic tradesters.

Lebanon

Harry Gering, Academy of Music, was awarded a cash prize by The Daily News for identifying a quiz photo. The task was easy as the photo was that of Richard Hissner, son of William Hissner, manager, Academy, and the two youths were classmates at a military college.

Reading

Appeals have been filed in Common Pleas Court against tax assessments placed on two drive-ins. They are the Mt. Penn Drive-In, Philadelphia Pike, Exeter Township, near Mt. Penn Borough, filed by Jacob C. and Marion Mumma, owners of land, and the Reading Drive-In, Reading-Allentown Highway, Muhlenberg Township; appeal filed by Berkley 222 Corporation. Gerald W. Ullman represents the appellants.

Loew's, Larry R. Levy, manager, has adopted a policy of an extra late show, starting just before midnight, for every Friday night. Levy won plaudits from a large number of guests for "The Magnificent Yankee."

Virginia

Richmond

Tom Baldridge, MGM exploiteer, was in telling about the sellout of the Mario Lanza concerts. . . . Frank Morgan, Venus and Ponton manager, is keeping "bachelor hall" since his wife went to Denville to await the stork. . . . Francis Neenan has been promoted from the staff to manager, Bellevue, succeeding Roy Herkimer, transferred to the Brookland. . . . The very cold weather and sickness combined to hold down the attendance of the monthly meeting of the Showman's Club at the National. Among those present were: Floyd Stawls, Bob Eagan, Sam Pulliam, Gordon Culley, Charlie Hulbert, Frank Silveri, Stewart Tucker, Bobby Hatcher and Allen Brown.

"Monsieur Vincent" was the latest of the series of foreign films to play the Lee. . . . A special screening of "The Flying Missile" was held in advance of the showing at the Byrd and State. . . . John Jordan, State staff, had the measles. . . . Additions to the home office staff of Neighborhood Theatre, Inc., are

TRADE SCREENINGS

PHILADELPHIA

MGM (1233 Summer) Feb. 23, 2:30, "The Red Badge of Courage" (Audie Murphy, Bill Maudlin, Royal Dano).

WARNERS (230 North 13th) Feb. 19, 2:30, "Lightning Strikes Twice" (Richard Todd, Ruth Roman, Mercedes McCambridge).

Jeanne Tolley and Helen Chancey. . . . Ann Fisher, secretary to Pete Trent, personnel director, NT, underwent an appendectomy, and will be away for five weeks. . . . Clyde Collier, former office manager, Kendig-Collier Circuit, joined the managerial staff of NT, and has been assigned to the Arlington district.

"Rembrandt" was presented by the Richmond Film Society in the auditorium of John Marshall High School. . . . Bernice Alley, State staff, was sick. . . . John Zenner, manager, Westhampton, was ill. Other staff members of the Westhampton on the sick list included Clara Keeton and Mabel Dunn.

—S. J.

West Virginia

Keyser

During the absence of Alston E. Hunt, Music Hall employe, taken ill, his position was filled by the hit-and-run method, including the services of Glen Ryan, William Rice and Olen McDonald. Hunt was confined to the Potomac Valley Hospital for a few days. . . . Charles Randall's son, Terry, stationed with the National Guard at Fort Benning, Ga., spent a furlough with his family and friends. . . . William R. Baker, for a time projectionist at Elsie, Mich., returned to his home to finish schooling. . . . Carskadon Theatres Keyser and Music Hall participated in "The March of Dimes."

Variety Clubs

Tent 11, Washington

Tent 11 presented a check for \$2,500 to the Metropolitan Police Boys' Club. Presentation was made by Morton Gerber, Chief Barker, and George Crouch, vice-chairman, welfare committee. Representing the Metropolitan Police Boys' Club were: Wash B. Williams, chairman, club's current drive; Dr. Murray, president, Metropolitan Police Boys' Club; Major Robert J. Barrett, superintendent of police, and Capt. Covell, commander, first precinct. . . . The women's committee had its first luncheon of 1951 in the Willard Hotel. . . . Mrs. Sara S. Young, women's committee, is asking for volunteers to work at Red Cross headquarters.

Notices went out from general chairman Herman Lowe asking that members reserve Feb. 19 for the combination "Brotherhood-Valentine" luncheon at the National Press Club. Gerald Wagner and Jack Foxe are co-chairmen, ticket committee, and Al Sherman is chairman, publicity committee. Lowe will be assisted by Mrs. Jerry Adams, women's committee.

Tent 13, Philadelphia

"The Sound of Fury" was screened through the courtesy of UA.

COLUMBIA

Ridin' The Outlaw Trail (364) WESTERN 56M.

ESTIMATE: Okeh "Durango Kid."

CAST: Charles Starrett, Smiley Burnette, Sunny Vickers, Edgar Dearing, Peter Thompson, Jim Bannon, Lee Morgan, Chuck Roberson, Pee Wee King and his Golden West Cowboys. Produced by Colbert Clark; directed by Fred F. Sears.

STORY: Charles "The Durango Kid" Starrett is on the trail of bandit Lee Morgan, who has escaped with \$30,000 in new \$20 gold pieces. Jim Bannon, to whom Morgan has come for help, has Chuck Roberson kill Morgan as soon as he finds out where the money is hidden. Blacksmith Smiley Burnette is kidnapped and forced to melt the gold coins down into nuggets. Bannon's plan is to have old prospector, Ed Dearing, pretend that he has struck a rich vein. Dearing agrees in order to prevent Bannon from telling his daughter, Sunny Vickers, that he had a prison record. Starrett suspects Bannon, and during a party held to announce the engagement of Vickers to deputy sheriff Peter Thompson, he enters Bannon's office, and finds the nuggets and a government sack from the robbery. Burnette escapes with enough evidence to clinch the case, and Starrett, as "The Durango Kid", and sheriff Thompson team up to capture Bannon, Roberson, and the rest of the bandits.

X-RAY: A better-than-average story line keeps the interest high. Unnecessary riding and shooting episodes have been kept to a minimum, and Burnette and Pee Wee King and his Golden West Cowboys join up to render some pleasing musical numbers. The songs include: "Rock-a-bye Baby", "I'm A Sucker For A Bargain", "Anvil Chorus", etc. The screen play is by Victor Arthur.

TIP ON BIDDING: Usual series price.

AD LINES: "The Durango Kid" Gets His Man"; "The Nuggets Were Pure Gold, But They Became Pure Poison In The Wrong Hands"; "An Action-Packed Western."

EAGLE LION CLASSICS

My Brother, The Outlaw WESTERN 82M.

ESTIMATE: Names should help interesting programmer.

CAST: Mickey Rooney, Wanda Hendrix, Robert Preston, Robert Stack, Carlos Muzquiz, Jose Torvay, Fernando Waggner, Filipe Flores, Hilda Moreno. Produced by Benedict Bogeaus; directed by Elliott Nugent.

STORY: In the days of the wild and wooly west, Mickey Rooney, enroute for a surprise visit to his brother, Robert Stack, at the silver mine supposedly managed by the latter, witnesses the looting of a border town bank by outlaws headed by "The Tiger." Mexican authorities invite the Texas Rangers to send a man into the Mexican mountains to capture "The Tiger," and Robert Preston is chosen. He joins Rooney for the trip, and when he learns that Rooney is the brother of Stack, "The Tiger's" lieutenant, he decides to keep an eye on him. Stack issues orders to kill the pair until he learns that Rooney is one of them, and then offers to send him back across the border. Rooney refuses, hoping to take his brother away from his career of crime and turns to Wanda Hendrix, whom Stack wants to marry. However, Hendrix doesn't love Stack, and can do nothing to help. She offers to help the pair,

and Stack orders them captured. They manage to escape to an old adobe house and prepare to stand off the bandit's force when "The Tiger" shows up to lead his men. "The Tiger" is brought within range of Preston's guns, and killed. A group of Mexican cavalry appear, and the bandits are captured. "The Tiger" is revealed to be Stack. Preston heads back across the border, followed by Rooney and Hendrix.

X-RAY: A fairly interesting story of intrigue below the border ties this together, and the names of Rooney, Hendrix, Preston, and Stack should be of assistance at the boxoffice. Performances are average, and the direction and production are routine. The screen play is by Gene Fowler, Jr., based on a novel, "South Of The Rio Grande," by Max Brand. This should fit into the duallers.

AD LINES: "Intrigue And Action Below The Border"; "A Texas Ranger 'Visits' Mexico To Capture A Bandit Leader And His Gang"; "Who Was The Fabulous Bandit, 'The Tiger'?"

MGM

Royal Wedding (121) MUSICAL COMEDY 92M.

(Color by Technicolor)

ESTIMATE: High rating.

CAST: Fred Astaire, Jane Powell, Peter Lawford, Sarah Churchill, Keenan Wynn, Albert Sharpe, Viola Roache, Henri Letondal, James Finlayson. Produced by Arthur Freed; directed by Stanley Donen.

STORY: Fred Astaire and Jane Powell are brother and sister stars of the stage. They are offered a booking in London during the time that the royal wedding is to be celebrated. Enroute, Powell meets Lord Peter Lawford, and in London their acquaintanceship ripens. Astaire becomes friendly with Sarah Churchill, a member of the English cast, but she is supposedly engaged to an American she hasn't seen nor heard from in several months. Astaire has Churchill's fiance investigated, and finds that he was married some time ago, so everybody is happy and a double wedding is in order after their show is a huge success.

X-RAY: Good, wholesome, attractive entertainment, this is the kind to be enjoyed by all types of audiences. The dance numbers are very good with many fresh angles, and the tunes are gay and melodious. The story is light, the comedy amusing, and the performances in the better class with Powell making a fine companion to Astaire, and the direction and production are aces as well. The story and screen play are by Alan Jay Lerner. Tunes heard

are: "Happiest Day Of My Life", "Too Late Now", "You're All The World To Me", "Open Your Eyes", "Every Night At Seven", "How Could You Believe Me When I Said I Loved You When You Know I've Been A Liar All My Life", "I Left My Hat In Haiti", "Sunday Jump", and "It's A Lovely Day For A Wedding."

TIP ON BIDDING: Higher bracket.

AD LINES: "You're In For A Royal Good Time At 'Royal Wedding'"; "Join Fred Astaire And Jane Powell As They Go To The 'Royal Wedding'"; "Fun, Music, Romance, And Fine Entertainment All Royally Combined."

Three Guys Named Mike (119) COMEDY DRAMA 89M.

ESTIMATE: Pleasing comedy.

CAST: Jane Wyman, Van Johnson, Howard Keel, Barry Sullivan, Phyllis Kirk, Anne Sargent, Jeff Donnell, Herbert Heyes, Robert Sherwood, Don McGuire, Barbara Billingsley, Hugh Sanders, John Maxwell, Lewis Martin, Ethel "Pug" Wells, Sydney Mason. Produced by Armand Deutsch; directed by Charles Walters.

STORY: After a training period, small town girl Jane Wyman becomes a hostess on the American Airlines. She stumbles through her first assignment, and pilot Howard Keel finds himself falling for her. University research student Van Johnson finds her interesting, and so does Barry Sullivan, advertising executive. Wyman, a girl with imagination, gives Sullivan the idea for a big soap campaign, based on airline hostesses. After several episodes in which each of the three men pursue their quest and a general brawl which finds them in a mess, Wyman straightens out their problems and selects Johnson as the man of her choice.

X-RAY: A delightful comedy that has plenty of audience appeal, this should account for itself nicely at the ticket windows. Star values are strong, the dialogue good, the situations humorous, and the pace pleasant, with the result a film that should be helped by word-of-mouth. Of course, this is a tremendous plug for the American Airlines but the tieups should benefit. Wyman, Johnson, Keel, and Sullivan handle the principal roles well, with good assists from Anne Sargent, Jeff Donnell, and Phyllis Kirk as hostess pals of Wyman. The story was written by Ruth Brooks Flippen.

TIP ON BIDDING: Good program price.

AD LINES: "She Was An Airlines Hostess . . . But She Kept Her Feet On The Ground"; "What Would You Do If You Were Loved By 'Three Guys Named Mike'?" "The Season's Comedy Hit . . . With Your Favorite Funsters."



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SECTION TWO
Vol. 45, No. 15

FEBRUARY 14, 1951

Vengeance Valley (117)

WESTERN
MELODRAMA
82M.

(Color by Technicolor)

ESTIMATE: Good western melodrama.

CAST: Burt Lancaster, Robert Walker, Joanne Dru, Sally Forrest, John Ireland, Carleton Carpenter, Ray Collins, Ted de Corsia, Hugh O'Brian, Will Wright, Grace Mills, James Hayward, James Harrison, Stanley Andrews. Produced by Nicholas Nayfack; directed by Richard Thorpe.

STORY: Robert Walker, irresponsible son of rancher Ray Collins and married to Joanne Dru, is the father of a child born to waitress Sally Forrest. Burt Lancaster, foster son of Collins, is suspected as the father, but rather than hurt Dru or Collins, Forrest and Lancaster won't tell the truth. Hugh O'Brian and John Ireland, Forrest's brothers, thinking Lancaster is responsible for her condition, set out to get him but are thwarted by the sheriff. Walker is given half of Collins' ranch and stock, and suspecting that Dru has a yen for Lancaster, arranges for O'Brian and Ireland to take care of him. However, O'Brian and Ireland are killed while waiting in ambush, and Lancaster catches Walker, and beats him to the draw. Collins, told the story, admits that Walker had it coming to him, the way is paved for Lancaster and Dru to team up.

X-RAY: Based on The Saturday Evening Post story by Luke Short, this effectively combines a different kind of yarn with a good name cast in a western that is several notches above the ordinary. The parentage twist is something new for an outdoor show, and individual performances help lift this above the routine. While there is plenty of fighting, there isn't as much riding and shooting as is usually seen in westerns, which may be an asset for houses which can't do too much with open air films. Lancaster is effective as the key figure, with Dru and Forrest holding up the female end well. The others are also well cast.

TIP ON BIDDING: Good program price.

AD LINES: "A Woman's Honor In The Balance"; "Burt Lancaster . . . A Man With Honor . . . And A Woman Who Wouldn't Tell"; "Never Such Melodrama . . . As In 'Vengeance Valley' . . . Where Men Shot First . . . And Listened Later."

MONOGRAM

Abilene Trail (4946)

WESTERN
64M.

ESTIMATE: Average Wilson.

CAST: Whip Wilson, Andy Clyde, Tommy Farrell, Steve Clark, Noel Neill, Dennis Moore, Marshall Reed, Lee Roberts, Milburn Morante, Ted Adams, Bill Kennedy, Stanley Price, Lyle Talbot. Produced by Vincent M. Fennelly; directed by Lewis Collins.

STORY: Whip Wilson, and his sidekick, Andy Clyde, unjustly accused of being horse thieves, flee into Arizona, and meet another cowboy apparently fleeing a posse, young rancher Tommy Farrell, who is shot. Wilson and Clyde have him treated by medico Lyle Talbot. Farrell offers them jobs with his father, Steve Clark's trail herd, heading for Texas. Foreman Marshall Reed refuses to hire them, and sends them to another outfit. Later, Wilson learns Reed is working for a rival outfit. Along with Lee Roberts, Reed attempts a stampede to steal Clark's cattle, but Wilson and Clyde flush them out, and clear their names.

X-RAY: With a routine plot, this shapes up as an average western entry. The acting is competent, the action fast, and the photography by Gilbert Warrenton far above the ordinary. The screen play is by

Harry Fraser.

AD LINES: "Whip Wilson Rides Again"; "They Called Him A Horse Thief"; "A Cattle Stampede—Plus Other Fast And Furious Action."

Gypsy Fury

COSTUME DRAMA
94M.

(Made in Sweden) (English dialogue)

ESTIMATE: Interesting import.

CAST: Viveca Lindfors, Christopher Kent, Romney Brent, Johnny Chambot, Lauritz Falk, Edwin Adolphson, Maima Wifstrand, Marta Dorff, Vibeke Falk, Rauzena. Produced by Lorens Marmstedt and Alf Jorgensen; directed by Christian Jaque.

STORY: Christopher Kent, a young nobleman in medieval Sweden, meets gypsy Viveca Lindfors while hunting, and falls in love. Unaware that her tribesmen have stolen his family's treasure, Kent forsakes his betrothed to marry Lindfors, and travel with her caravan. Kent is poisoned by Lindfors' rejected suitor, and after soldiers from the castle overtake the caravan in pursuit of the stolen treasure, the presumably dying Kent is allowed to return to the castle in exchange for the loot. In the fight before, Lindfors alone sees one of the gypsies hide the treasure in the forest. Ten years later, Kent, demented, unhappily married to his first fiancée, convinced that Lindfors betrayed him, resolves that he will not rest until Lindfors is dead. Meanwhile, Johnny Chambot, born of Lindfors' brief marriage to Kent, runs off to see his father, and succeeds in bringing him to Lindfors. Kent's mind is so far gone that he is unable to see the gypsy girl, and he returns to the castle, swearing death to Lindfors. Chambot returns to the castle, offering to lead Kent to the treasure, and Kent chases the boy into the woods, thinking it is another plot. The boy is fatally injured in a fall, and dies as he returns again to the castle with the treasure. Kent goes back for Lindfors. As they come back to the castle, which had just been stormed by the gypsies, the jealous suitor hurls a knife at Kent, which misses its mark, killing Lindfors. Kent, his sanity completely gone, wanders off into the dark corridors of the castle.

X-RAY: While its masterful low-key photography and meticulous costuming might make this most appreciated by art house patrons, this has enough action, love interest, and easily understandable dialogue in it to commend it to general audiences as an offering which is also a bit unusual. Adept direction maintains a generally brisk pace, and the interesting medieval atmosphere is artfully handled. Kent turns in a competent performance vaguely reminiscent of Olivier's "Hamlet" while Lindfors is equally convincing. This was written by Pierre Very and Christian Jaque from a novel by Viktor Rydberg.

AD LINES: "A Nobleman Renounces His Title For A Gypsy's Love!"; "A Tempestuous Tale Of Gypsy Fury And A Prince's Death Vow"; "What Happens When A Prince Forsakes His Title For His Gypsy Love?"

Rhythm Inn (5115)

COMEDY
WITH MUSIC
71M.

ESTIMATE: Amusing programmer for the lower half.

CAST: Jane Frazee, Kirby Grant, Charles Smith, Lois Collier, Fritz Feld, Ralph Sanford, Armida, Anson Weeks and his orchestra, Jean Ritchie, Ames and Arno, Ramon Ros. Produced by Lindsley Parsons; directed by Paul Landres.

STORY: Kirby Grant and band, enroute to a booking in a night club owned by Ralph Sanford, are arrested for traffic

violations, and heavily fined. Vocalist Jane Frazee pawns the instruments at a music store run by Fritz Feld, where Charles Smith and Lois Collier are employed. Grant hopes to get a salary advance from Sanford and redeem the instruments, but Sanford turns him down. Frazee learns that Smith writes music, and promises to have Grant feature his numbers if he can smuggle the instruments out to the band nightly until payday. Collier, seeing Smith in the company of Frazee so often, quarrels with him, and Frazee, to keep the instruments coming, offers to let Collier sing with the band. Smith can't get to talk to her to let her know of the offer. Meanwhile, Frazee is notified that the band is to be featured on a widely heard radio program, and refuses to let Collier take her place. Frazee accidentally locks herself in the music store, and can't get out. Smith gets Collier to the bandstand and everyone is happy.

X-RAY: Some engaging production numbers and specialty acts plus tunes that please make this a nice dualler. The cast is okeh, as is direction and pace, while the story is routine. The screen play is by Bill Raynor. Music heard includes: "Chi, Chi", "Swing Low Sweet Chariot", "With A Twist Of The Wrist", "I Love You That Is", "The Window Wiper's Song", "Love", "It's A Big Wide Wonderful World", and "Amigo."

AD LINES: "Fun And Music At 'Rhythm Inn'"; "There's Romance And Comedy In This Light Entertaining Entry"; "Everybody Has Fun At 'Rhythm Inn'."

RKO

Cry Danger

MELODRAMA
79M.

ESTIMATE: Good melodrama.

CAST: Dick Powell, Rhonda Fleming, Richard Erdman, William Conrad, Jean Porter, Regis Toomey, Jay Adler, Joan Banks, Gloria Saunders, Hy Averbach, Renny McEvoy, Lou Lubin, Benny Burt. Produced by Sam Wiesen and W. R. Frank; directed by Robert Parrish.

STORY: Released after serving five years of a jail sentence for robbery because ex-marine Richard Erdman proves to be his alibi, Dick Powell is determined to establish his innocence. Erdman provided the alibi merely because he thought Powell would show his appreciation through a reward. Powell meets old-flame Rhonda Fleming, married to the fellow who was in on the robbery and who is still in jail, and then seeks to secure one-half the \$100,000 loot from William Conrad, who master-minded the original holdup. Conrad tries to doublecross him, and then kill him, but after Erdman has been shot by mistake, Powell learns that Fleming's husband was really in the deal, that Powell was framed, and that Fleming still has one-half the money, Conrad retaining the other half. The police, headed by Regis Toomey, who has been on Powell's tail all the time, close in, and arrest Conrad. Powell then hears Fleming admit that she has half the loot. He leaves her to Toomey, who makes the arrest.

X-RAY: A hard-hitting, fast moving melodrama, this should satisfy action fans. It presents Powell in another high powered performance, and while the script is of the familiar sort, good dialogue and plenty of sharp pace make for a suspenseful show. The feature players are especially well chosen, with Erdman, Toomey, and Conrad contributing sharp characterizations. While the subject matter breaks no new ground, the direction is of the better school. There is one song: "Cry Danger." The story was written by Jerome Cady. Legion of Decency: "B."

TIP ON BIDDING: Good program price.

AD LINES: "He Was Framed . . . By The Woman He Loved"; "A Two-Timing Woman . . . And A Guy Who Just Couldn't Be Fooled"; "Dick Powell . . . As A Hard-Hitting Guy Who Has Plenty To Say With His Fists."

REPUBLIC

Rough Riders Of Durango (5058) WESTERN 60M.

ESTIMATE: Standard series entry.

CAST: Allen "Rocky" Lane, Walter Baldwin, Aline Towne, Steve Darrel, Ross Ford, Denver Pyle, Stuart Randall, Hal Price, Tom London, Russ Whiteman, Dale Van Sickel and Black Jack. Associate producer, Gordon Kay; directed by Fred C. Brannon.

STORY: Outlaws raid the grain loads of ranchers who owe money to banker Hal Price. Outlaw leader Steve Darrel hopes to force the ranchers into bankruptcy so that he can buy their property cheap, and on learning that young sheriff Ross Ford has arranged for a big advance from the grain buyers, sends henchmen Stuart Randall and Denver Pyle to intercept the money shipment. They get the money but are given chase by courier Allen "Rocky" Lane, and are forced to hide the money in old-timer Walter Baldwin's barn. Baldwin hires Lane as a ranch hand, and the latter soon locates the money after tricking Darrel into believing he wants to go 50-50. Lane flushes the gang into the open, where they are beaten.

X-RAY: This fills the usual quota of hard riding and gunplay. However the direction is sluggish, and the pace tends to sag in spots. The screen play was written by M. Coates Webster.

AD LINES: "Ruthless Outlaws Are No Match Against The Toughest Cowboy Of The West"; "Allen 'Rocky' Lane's Six-Shooters Strike Terror"; "You'll Thrill To This Action-Packed Tale Of Western Lawlessness."

Spoilers Of The Plains (5041) MUSICAL WESTERN 68M.

ESTIMATE: Good Rogers.

CAST: Roy Rogers, Penny Edwards, Gordon Jones, Grant Withers, William Forrest, Don Haggerty, Fred Kohler, Jr., House Peters, Jr., George Meeker, Keith Richards, Foy Willing and Riders of the Purple Sage. Associate producer Edward J. White; directed by William Witney.

STORY: Foreign agent Grant Withers, in order to gain entrance to an experimental rocket station, poses as an oil salesman. Withers is after a new mechanism which makes it possible to make long distance weather forecasts, being developed and tested by scientist William Forrest and his daughter, Penny Edwards. To get oil he needs, Withers taps the pipeline of the company where Roy Rogers is superintendent. Rogers investigates, and Withers' gang ambushes him, but Trigger, and Rogers' dog bring help. The gang captures one of the rockets, and, after removing the valuable instruments, install a time bomb, hoping to destroy the rocket station. The bomb is discovered in time for Rogers to set it off where it can do no damage. Rogers and the Riders of the Purple Sage go after the gang, and in a hand-to-hand fight with Rogers, Withers falls off a tower to his death. The gang is rounded up, and the mechanism recovered.

X-RAY: The combination of Rogers, action, and the rocket science angle make this a pleasing entry. Crisp directing keeps the story moving all the time. Songs include: "It's A Lead Pipe Cinch", "It's An

Old Custom", "Rainbow Over Texas", and "Happy Trails." The story was written by Sloan Nibley.

AD LINES: "Roy Rogers Battles Enemy Agents"; "To Know The Secret Of The Mechanism Was An Invitation To Death"; "What Was The Threat To American Security?"

U-International

The Groom Wore Spurs (114) COMEDY 81M.

ESTIMATE: Amusing Comedy.

CAST: Ginger Rogers, Jack Carson, Joan Davis, Stanley Ridges, James Brown, John Littel, Victor Sen Young, Mira McKinney, Gordon Nelson, George Meader, Kemp Niver, Robert B. Williams. Produced by Howard Wesch; directed by Richard Whorf.

STORY: When movie cowboy star Jack Carson gets into trouble via a gambling debt due Stanley Ridges, he hires woman attorney Ginger Rogers to go to Las Vegas to try to settle things. She is smitten by him, he proposes, and she marries him. When Ridges learns that they are married, he cancels the debt, having known Rogers' father. Rogers thinks that he married her so that the debt would be cancelled and leaves him but her roommate, Joan Davis, persuades her to return. Rogers learns that Carson can't sing, ride, or do any of the other things that a cowboy is expected to do, and that a double is the real screen hero. The studio head calls up to say that Carson's contract is cancelled because he wed without studio permission but Rogers talks them into giving him a better contract plus a \$60,000 advance so he can pay off Ridges. When Carson goes to the gambler's room to settle, Ridges burns the check, saying the debt was cancelled, and is then shot by a thug. Carson is thought to be the killer when he picks up the gun. Rogers obtains his release on the promise to return in four hours with or without the killer, whom Carson says he can recognize. On a tip, they rush to a private airport, and prevent the killer from escaping to Mexico, and Carson captures him in real "cowboy" style. With everything straightened out, Rogers and Carson decide to give themselves another try at marriage.

X-RAY: Screened before a sneak preview audience, this entry garnered many laughs, and the general reaction was one of pleased amusement. The cast handles its assignments ably although Davis has very little to do. The story holds interest fairly well, the direction and production are adequate, and the whole shapes up as a pleasant entry with names to help. One song, "No More Wandrin' Around", is heard. The screen play is by Robert Carson, Robert Libott, and Frank Burt, based on the story "Legal Bride", by Robert Carson.

TIP ON BIDDING: Fair program price.

AD LINES: "The Groom Wore Spurs' But The Bride Almost Got Away"; "He Was A Cowboy Hero To Millions But Just Another Shnook To His Bride"; "Ginger Rogers, Jack Carson And Joan Davis Combine Their Talents In A Truly Hilarious Comedy."

FOREIGN

The Horsemen (Artkino) (Magicolor) (Russian-made) (English titles) ESTIMATE: Okeh import for the Russian houses.

CAST: Sergei Gur, T. Gridov, Tamara Chernova, S. Solyus, N. Mordvinov, K.

Badyrov, R. Plyatt, R. Shpigel. Produced by Mosfilm Studios, Moscow; directed by Konstantin Yudin.

STORY: Training a horse discarded by his cruel, Nazi spy master, S. Solyus, jockey Sergei Gur wins fame as a master rider. When the Nazis invade, all the men and horses head for the hills to fight as partisans. Old-timer T. Gridov and Gur's sweetheart Tamara Chernova remain as agents for the guerrillas. Solyus is exposed as a spy but manages to escape, only to return later as a Gestapo officer. He recognizes Chernova, who is tortured, but Gridov overhears German officers discussing plans for a retreat. The partisans decide to dynamite the train with the retreating Germans. When news reaches them that three carloads of Russian girls had been put on the train as protection, it seems too late. Gur, however, manages to save the girls by uncoupling their carriages from the rest of the train which is wrecked.

X-RAY: This Russian style western has plenty of hard riding, fighting, and stampedes, but this does not compensate for stereotyped performances and a tediously lengthy story. The Magicolor photography is good, and there are some magnificent shots of scenery, but, except for the Russian houses, most patrons will find this somewhat dull. The screen play was written by M. Volpin and N. Erdman.

AD LINES: "By The Makers Of 'Cosacks Of Kuban'"; "A Film That Captures The Spirit Of The Cossacks"; "A Pulsating Outdoor Drama."

Miquette (Discina International) (French-made) (English titles) FARCE 83M.

ESTIMATE: Clever French farce for the art spots.

CAST: Louis Jouvet, Daniele Delorme, Bourvil, Saturnin Fabre, Mireille Perrey, Pauline Carton, Jeanne Fusier-Gir, Madeleine Suffel, Henri Niel, Temerson, Louis Seigner, Maurice Schautz, Dandy Philippe Nicaud and Marecheral. Produced by Paul-Edmond Decharme; directed by Henri-Georges Clouzot.

STORY: When landowner uncle Saturnin Fabre discovers that his timid, slow-witted nephew, Bourvil, is in love with lovely Daniele Delorme, he imposes a rich heirless on Bourvil, hoping thereby to become Delorme's lover. Upon hearing of Bourvil's engagement, Delorme leaves for Paris and the stage under the patronage of Fabre, whom she manages to keep at a distance. She and her shocked mother, Mireille Perrey, are hired by Louis Jouvet to perform in a local traveling company. Things are complicated by the arrival of Bourvil, but Delorme is persuaded by Jouvet, who is afraid of losing a star, that her reputation as Fabre's mistress would only embarrass Bourvil, and breaks it off. Finally, Fabre acts his age, renounces Delorme, and casts his roving eye on Perrey, whom he marries. Delorme and Bourvil are free, and love has its way.

X-RAY: This is a sly, sexy farce in the usual French manner that should appeal to audiences in art and specialty spots. The acting is in the spirit of the farce. The Jouvet name on art house marquees may draw the customers. This is adapted from the play, "Miquette et sa mere," by R. de Flers and G. M. Caillavet.

AD LINES: "A Sly, Sexy Farce In The Best French Tradition"; "A Witty Farce About A Man Who Was Too Old"; "Only The French Know How To Spice Farce Such As This."

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The Shorts Parade

TWO REEL

Comedy

PUNCHY PANCHO. RKO—Leon Errol. 16m. Leon Errol tries to save his son from marriage with a South American girl by buying the girl a ring. Complications arise when his wife appropriates the ring, and Errol has to impersonate a local bandit to get it back. GOOD. (13704).

Color Documentary

ARTEK. Artkino. 18m. Here is a heavily loaded propaganda film showing the activities of a Russian youth pioneer camp on the tropical shores of the Black Sea. Life in this Garden of Eden, Soviet style, is a steady parade of hikes, boating, games, singing, and tables groaning with fine foods. The color and photography are excellent, and there are some good shots of fruit growing on the vines. GOOD.

MY COUNTRY 'TIS OF THEE. Warners—Technicolor Special. 15m. This highlights historical American scenes, starting with the landing of the Pilgrims, through the various wars, and down to the present day, emphasizing the heritage that is America's and how we must value our freedom and preserve it. While, for the most part, this consists of clips from previous Warner shorts, it does make an interesting subject, and while on the flag waving side, it should appeal. GOOD. (7004).

Documentary

AIRLINES TO ANYWHERE. RKO—This is America. 16m. The story behind a routine flight from Los Angeles to New York forms the subject. From the time he makes his reservation until he finally lands in New York, the passenger enjoys all the conveniences and safety measures that modern science can supply. GOOD. (13105).

STRATEGY FOR VICTORY. 20th Century-Fox—The March of Time, Vol. 17, No. 1. 17½m. Against the background of United Nations troops fighting in Korea, this examines the state of Western Europe's defenses. While the camera covers some of the new weapons flowing to Europe under the mutual defense assistance program, the need of more American military support for Western Europe if the free world is to survive is stressed. With current debates in Congress about sending American troops to Europe, this makes a timely issue. GOOD.

Musical

FRANKIE CARLE AND HIS ORCHESTRA. U-International—Name Band Musicals. 15m. Featured are Frankie Carle and his Orchestra as they do their stuff behind various stage settings. With some lively tunes rendered by vocalist Marjorie Hughes and the Modernaires, the following songs and orchestral numbers are included: "I Beg Your Pardon"; "Let's Do It Again," "Java Jive," "I Wonder What Became Of Sally?", and "Maple Leaf Rag." GOOD. (6304).

Sports

ACE OF CLUBS. Warners—Featurettes. 16m. Two decades ago, Warners made a series of instructional golf shorts featuring Bobby Jones, peer of the links. This has been reedited into an interesting subject, showing Jones at his best, and in-

cluding W. C. Fields, Warner Oland, and other film players watching him. Jones shows why he is the king of them all. While the short is principally for golfers, there should be some interest for all audiences. GOOD. (7103).

KILLERS OF THE DEEP. Astor. 22m. Two fishermen set out for gamefish off the Bahamas and around the Panamanian coast, and have encounters with giant mantas, sharks, stinger rays, and other dangerous fish. While this has a few interesting flashes, it is marked by shoddy photography, extremely poor sound recording, and a badly written, incoherently delivered narration. BAD.

ONE REEL

Color Cartoon

CANNED FEUD. Warners—Looney Tunes. 7m. Sylvester, the dog, locked in by the family which goes on a vacation trip, needs a can opener to get at the canned food, but the mouse won't give it up. Sylvester almost goes mad before he wrecks the house getting the opener only to find that the cupboard has been locked, and the mouse has the key. GOOD. (7707).

THE CARPENTERS. Columbia—Color Favorites Re-releases. 8m. When first reviewed in THE SERVICESECTION of April, 1941, it was said of this Technicolor issue: "Herman and Clancy, a couple of dumb carpenters, finally build a house after much trouble, only to find, when it rains, they've forgotten the roof. Utilizing oft-seen gags, this isn't very funny. FAIR." (3606).

DAREDEVIL DROOPY. MGM—Cartoons. 7m. Droopy competes with the bulldog for a job at the circus, and successfully outwits the competition every time. In acrobatics, being shot out of a cannon, weight lifting, etc., Droopy wins out in an engaging cartoon. GOOD. (W-241).

JERRY AND THE GOLDFISH. MGM—Cartoons. 7m. The little goldfish, a special pal of Jerry, becomes the target for Tom, who wants to make a meal of him. Thus starts one of the fastest chases seen in any cartoon, with Tom, of course, never quite succeeding, and the goldfish saved. The gags, treatment, etc., are well out of the ordinary class. This is one of the best in the series. EXCELLENT. (W-230).

JERRY'S COUSIN. MGM—Cartoons. 7m. Muscles Mouse, cousin of Jerry, comes around after an S.O.S. is sent out, and knocks Tom all around the place. Even hired thugs fail to affect the cousin. Finally, Muscles tells Jerry to carry on where he left off, appropriately dressed as Muscles. GOOD. (W-242).

LIFE WITH FEATHERS. Warners—Blue Ribbon Hit Parades Reissues. 7m. When first reviewed in THE SERVICESECTION of March, 1945, it was said of this Technicolor cartoon: "Two love birds have a quarrel, and the male member, deciding that he can no longer stand the nagging, decides to end it all. He locates a hungry cat, and begs to be eaten, but the cat, smelling something screwy, refuses, despite all the bird's efforts. The love bird finally gets a telegram that his spouse has gone home to mother. He returns to his cage only to find that his mate has changed her mind, and he goes back looking for the cat. GOOD." (7307).

PECK UP YOUR TROUBLES. Warners—Blue Ribbon Hit Parades Reissues. 7m. When first reviewed in THE SERVICESECTION of September, 1945, it was said of this Technicolor cartoon: "A persistent cat goes after a woodpecker living atop a tall

tree, and, although he tries a multitude of ways, and means to capture the bird, he is forced to admit failure. He finally tries to dynamite the tree, but the explosive affects only the hungry cat. GOOD. (7308).

THE SHOOTING OF DAN MCGOO. MGM—Gold Medal Reprint Cartoons. 7m. When first reviewed in THE SERVICESECTION of March, 1945, it was said of this Technicolor issue: "This is a lively parody on that old favorite, 'The Shooting Of Dan McGrew'." While a narrator recites choice bits from the poem, the story of Dangerous Dan McGoo unfolds with many lusty gags. GOOD." (W-264).

Color Musical

LOWER THE BOOM. U-International—Cartoon Melodies. 10m. With cartoons as a background, the King's Men urge the audience to join them in such old-time favorites as "K-K-K-Katy," "Five Foot Two," and "Clancy Lowered The Boom." GOOD. (6383).

Musical

SINGERS OF ISRAEL. Central Cinema Service. 10m. Featured in this well-made musical short is the Malavsky Family Choir singing Israeli and Jewish hymns and folk-songs. With some good singing and fair photography, this should appeal in Jewish localities. The following songs are included: "The Sheltering Rock"; "Tzena, Tzena"; "Kava Korus", and "Sing All Ye Jews." GOOD.

Novelty

ANIMAL ANTICS. Warners—Novelties. 9m. Back into the vaults go the film editors, and from Mack Sennett and Larry Semon comedies come clips showing monkeys, apes, dogs, cows, etc., and humans at play in scenes that must have been hilarious two decades ago. Oldtimers will note Phyllis Haver, Billy Bevan, Larry Semon, and others but youngsters won't feel that nostalgic tingle. FAIR. (7604).

BROOKLYN GOES TO BEANTOWN. U-International—Variety Views. 9m. Boston, seen through the eyes of a Brooklynite, is the subject of this fairly amusing entry. While the camera ranges over the Beantown's historic landmarks the Brooklynite makes comments and comparisons. This has some amusing moments. FAIR. (6342).

THE LOVES OF FRANISTAN. Canton—Weiner. 7m. This is an amusing take-off on the habit of film makers spending excessive time listing credits before getting on with the picture. This has some original ideas, and should keep more sophisticated audiences amused. GOOD.

RENO'S SILVER SPURS AWARDS. Columbia Screen Snapshots. 10m. With Don Wilson narrating, the camera shows star John Wayne and producer-director John Ford receiving the City of Reno, Nev., "Silver Spurs" awards for the best western of the year, Republic's "Rio Grande." Seen are the stars, supporting players, attending a rodeo, parade, etc., held in connection with the event. FAIR. (3855).

Color Travel

VOICES OF VENICE. MGM—People On Parade. 8m. Venice, its canals, and people are covered in a better than average short. Primary interest comes from the fact that the commentary is provided by Italians speaking in English, which lends a distinctive touch. Then, too, the humor is more prevalent than in the past. GOOD. (P-212).

Too Late To Classify

Features

Cattle Queen

WESTERN
69M.

(Eagle Lion Classics)

ESTIMATE: Routine western.

CAST: Maria Hart, Drake Smith, William Fawcett, Robert Gardette, John Carpenter, Edward Clark, Emile Meyer, Jim Pierce, Joe Bailey, Douglas Wood, Alyn Lockwood, I. Stanford Jolley, Lane Chandler, William N. Bailey. Executive producer, Jack Schwarz; directed by Robert Tansey.

STORY: Maria Hart, cattle queen, gets her herd into town where cattle buyers await. Her competition includes Drake Smith and Robert Gardette. There is a shortage of cattle cars, and the one with their herd in first gets first choice. Gardette bribes Edward Clark, crooked cattle inspector to turn out Hart's cattle but is prevented from doing so by Smith. Hart buys his small herd, and hires him as her foreman. Hart loses out on the sale of her cattle when a fake case of cattle disease turns up. Smith journeys to the federal penitentiary, and gets three tough desperadoes to come in to clean up the town. Smith is later arrested for holding up a stage coach but Hart and the three ex-convicts rescue him, and the women of the area elect him sheriff. One of the three ex-convicts plots with Gardette to kill Smith but the other two upset that. Matters come to a head, and a mass gunfight between Smith's forces and Gardette's results in the latter being killed; and peace restored. The ex-convicts are granted a pardon.

X-RAY: A fair western, this has some moments of excitement. The story is fair as are the performances by unknowns. This should fit on the bottom half. The original screen play is by Robert Emmett.

AD LINES: "She Had Everything But The Man Her Heart Desired"; "When She Gets Mad, There's Action On The Range"; "Was There Ever A Man Who Could Tame The 'Cattle Queen'?"

Lucky Nick Cain (108)

MELODRAMA
85M.

(20th Century-Fox)

(Made abroad)

ESTIMATE: Names should help interesting melodrama.

CAST: George Raft, Coleen Gray, Enzo Staiola, Charles Goldner, Walter Rilla, Martin Benson, Peter Illing, Hugh French, Peter Bull, Elwyn Brook-Jones, Constance Smith, Greta Gynt, Margot Grahame, Donald Stewart. Produced by Joseph Kaufman; directed by Joseph M. Newman.

STORY: Gambler George Raft arrives at a famous gambling resort on the Mediterranean and is welcomed royally by the hotel management, the chief of police, and the owner of the gambling casino. He meets Coleen Gray at the casino, and makes the rounds. Back at the hotel, they both are knocked out by drugged liquor. When they come to, they are charged with the murder of a U. S. Treasury Agent. They manage to escape, and are helped by mysterious character Charles Goldner. They manage to hide out despite a reward offer, and Raft starts to investigate. He finds an international counterfeit ring in operation, and as things are about to reach a climax, Gray is caught. Goldner turns out to be an Italian treasury agent, and once the gang's headquarters is traced to the dungeons of the municipalities' prison. Raft and the others move in and manage to capture the gang. Raft rescues Gray. They decide to go home to

America, and take along Enzo Staiola, an orphan of the streets.

X-RAY: Containing authentic backgrounds as well as a fast-moving plot, this should hold the interest of rabid meller fans. The story is routine, and at times there tends to be too much coincidence but it passes. The cast is okeh in their assigned roles, the direction good, and the production adequate. The screen play is by George Callahan and William Rose, based on the novel "I'll Get You For This", by James Hadley Chase.

TIP ON BIDDING: Fair program price.

AD LINES: "He Was Lucky With Cards And Women Until A Murder Came Along"; "Why Was He Framed For Murder In Europe?"; "He And His Girl Were Wanted For A Murder They Didn't Commit."

Chance Of A Lifetime

DRAMA
89½M.

(Ballantine)

(English-made)

ESTIMATE: Highly interesting import.

CAST: Basil Radford, Nial McGinnis, Bernard Miles, Julien Mitchell, Kenneth More, Geoffrey Keen, Josephine Wilson, John Harvey, Russell Walters, Patrick Troughton. Produced by Pilgrim Pictures; directed by Bernard Miles.

STORY: In a small factory in rural Britain where agricultural implements are manufactured, owner Basil Radford is irritating to the employees while the plant manager John Harvey is disliked altogether. One of the employees continually arrives late and insults Harvey, thereupon being discharged. The other workers refuse to continue working. Radford berates the employees, and expresses the wish that some of them had his work to do. The workers take up the challenge, and offer to take the plant off his hands. He is practically forced to agree to rent them the plant. The employees elect Bernard Miles and Julien Mitchell, from the ranks, to manage the office. The employees clean and redecorate the place, repairing what has to be fixed, and putting in overtime where necessary even digging into their own pockets to overcome financial difficulties. They think their troubles are over when a foreign government evinces interest in one of their products, and places a large order. They retool the plant, and production hums merrily until the order is cancelled. Facing ruin, the workers are pleased to have Radford step in to help them dispose of the order via his contacts and through experienced selling, and their immediate problems are solved. They want Radford to resume his old position but he informs them that he would rather act as an adviser, and keep an eye on things while others manage actively.

X-RAY: This interesting, well-developed entry has some highly dramatic moments. The cast performs ably, the direction and production are in the better class, and the story and theme hold interest. While primarily suited to class and specialty houses, it may go generally in a few other spots although the cast is relatively unknown. This is the kind of entry that could engender much talk and curiosity. The original screen play is by Walter Greenwood and Bernard Miles.

AD LINES: "A Fascinating And Different Film From England"; "For Those Seeking Entertainment Off The Beaten Track"; "They Took The 'Chance Of A Lifetime'."

A Yank In Korea

MELODRAMA
72½M.

(Columbia)

ESTIMATE: Interesting topical film will fit into the duallers.

CAST: Lon McCallister, William "Bill" Phillips, Brett King, Larry Stewart, William Tannen, Tommy Farrell, Norman Wayne, Rusty Westcott, William Haade, Sunny Vickers, Richard Paxton, Ralph Hodges, Richard Gould. Produced by Sam Katzman; directed by Lew Landers.

STORY: When the fighting in Korea starts, Lon McCallister is persuaded to enlist in the army because of a newspaper story erroneously listing him as a volunteer, and also to win the heart and hand of his girl, Sunny Vickers. After the two are married, McCallister is sent to a training camp after which he and others are shipped to Korea. In his initial combat run, he saves the lives of others on a patrol mission. This is soon counterbalanced when he leaves his post unattended to help a sick comrade, and the enemy infiltrates. McCallister is not punished because of his fine record but his buddies are a little cool to him, except for sergeant William Phillips. Later, Phillips and squad are assigned the job of blowing up a munition dump behind the enemy lines. They succeed, and discover the enemy building an underwater tunnel to permit artillery and tanks to cross a vital river. Phillips and McCallister remain behind to attract attention to themselves while the others try to get back with the information. They succeed, and the attack is foiled. As McCallister learns that he is being transferred, he hears that Phillips and the others are assigned to guard a train filled with wounded, and whose engine needs repairing. McCallister gets permission to go along, knowing something about engines, and succeeds in repairing the engine as the Reds launch an attack upon the stalled train. Phillips is wounded fatally, and gives McCallister a letter for his wife and children. McCallister, too, is wounded. Later, back in the states, he delivers Phillips' letter, and rejoins Vickers.

X-RAY: Containing a goodly number of action sequences plus some official combat footage, this shapes up as good action entry for the duallers. It's timely, and the exploitation angles are there. The story holds interest fairly well, the cast performs ably, and the direction and production are adequate. The screen play is by William Sackheim, based on a story by Leo Lieberman.

TIP ON BIDDING: Program price.

AD LINES: "Front Line Action In Korea"; "Join The Army, And See Front Line Action In Korea"; "He Joined The Army To Get Married, And Wound Up As 'A Yank In Korea' Seeing Plenty Of Action."

Valentino

BIOGRAPHICAL DRAMA
105M.

(Columbia)

(Color by Technicolor)

ESTIMATE: Should ride into the better money.

CAST: Anthony Dexter, Eleanor Parker, Richard Carlson, Patricia Medina, Joseph Calleia, Dona Drake, Lloyd Gough, Otto Kruger, Marietta Canty, Paul Bruar, Eric Wilton. Produced by Edward Small; directed by Lewis Allen.

STORY: Anthony "Rudolph Valentino" Dexter is enroute from Italy to New York with a dance troupe headed by Dona Drake for a show when he meets movie star Eleanor Parker traveling incognito, and they have a shipboard romance. Dexter has a fight with Drake, and quits the troupe, taking a job as a dishwasher, and meets Joseph Calleia, a waiter. Borrowing from him, Dexter becomes a gigolo in a New York cafe, where he again meets Parker with director Richard Carlson, and the latter gives him a small part in a film. Through a misunderstanding, Parker

(Continued on page 3031)

National Release Dates, Production Numbers On '49-'50; '50-'51 Features

(This is a listing of all production numbers and release dates, as made available by the companies, on 1949-50—1950-51 product, accurate to time of publication.—Ed.)

Columbia

(For 1949-50 listing, see Page 2990)

301	Gasoline Alley	Jan.
303	The Texan Meets Calamity Jane	Nov.
304	When You're Smiling	Sept.
305	The Tougher They Come	Dec.
307	Counterspy Meets Scotland Yard	Feb.
311	Rookie Fireman	Oct.
312	Revenue Agent	Feb.
313	Chain Gang	Nov.
317	The Petty Girl	Sept.
323	Harriet Craig	Nov.
324	Convicted	Aug.
327	Al Jennings Of Oklahoma	Mar.
328	Between Midnight And Dawn	Oct.
331	The Great Manhunt	Dec.
332	Emergency Wedding	Nov.
333	Operation X	Feb.
334	Stage To Tucson	Jan.
335	The Flying Missile	Jan.
340	He's A Cockeyed Wonder	Dec.
341	Last Of The Buccaneers	Oct.
342	Pygmy Island	Nov.
344	Born Yesterday	Feb.
351	Gene Autry And The Mounties	Jan.
352	Texans Never Cry	Mar.
361	Lightning Guns	Dec.
362	Raiders Of Tomahawk Creek	Oct.
363	Prairie Roundup	Jan.
364	Ridin' The Outlaw Trail	Feb.
	The Vatican	Dec.
	The Harlem Globetrotters	
	My True Story	Feb.
	Fort Savage Raiders	Mar.
	Lorna Doone	Mar.
	M	

Eagle Lion Classics

(For 1948-49 listing, see Page 2746)

001	The Black Book	Aug.
002	Black Shadows	July
003	Dedee	Aug.
004	Zamba	Sept.
005	Down Memory Lane	Aug.
006	The Story Of G.I. Joe	Sept.
007	Trapped	Oct.
008	Spring In Park Lane	Nov.
009	Port Of New York	Dec.
010	Passport To Pimlico	Dec.
011	The Hidden Room	Oct.
012	The Glass Mountain	May
013	The Gay Lady	Dec.
014	Sarumba	Jan.
015	The Perfect Woman	Apr.
017	Salt To The Devil	Jan.
018	The Sundowners	Feb.
019	The Great Rupert	Mar.
020	The Young Lovers (Never Fear)	Jan.
021	The Amazing Mr. Beecham	Feb.
022	Guilty Of Treason	Feb.
023	The Golden Gloves Story	Mar.
024	Boy From Indiana	May
025	The Torch	May
026	Destination Moon	Aug.
027	The Winslow Boy	May
028	The Red Shoes	
029	Kill Or Be Killed	Apr.
030	It's A Small World	June
031	Kind Hearts And Coronets	Apr.
032	The Jackie Robinson Story	May
037	The Kangaroo Kid	Oct.
044	High Lonesome	Sept.
045	Eye Witness	Sept.
046	The Sun Sets At Dawn	Jan.
050	Death Of A Dream	July
066	Timber Fury	June
069	The Fighting Stallion	Mar.
070	Forbidden Jungle	Mar.
071	I Killed Geronimo	Sept.
084	Federal Man	July
	(1950-51)	
201	Rogue River	Nov.
202	Two Lost Worlds	Oct.
203	One Minute To Twelve	Oct.
204	Second Face	Oct.
205	Prehistoric Women	Nov.
208	Mister Universe	Jan.
216	Golden Salamander	Dec.
220	Paper Gallows	Sept.
224	The Taming Of Dorothy	Sept.
226	Naughty Arlette	Sept.
	Border Outlaws	Nov.
	The Wicked City	Jan.
	Korea Patrol	Jan.
828	Oliver Twist	Jan.
	They Were Not Divided	Feb.
	My Brother, The Outlaw	Feb.
	Volcano	Feb.
	The Adventures Of Skipalong Rosenbloom	Feb.
	Derby Winner	Feb.
	Fighting Rebels	Feb.
	When I Grow Up	Mar.

The Hoodlum	Mar.
So Long At The Fair	Mar.
Sioux Ambush	Mar.
The Blue Lamp	Mar.
White Heather	Mar.

(Reissues)

054	Tillie's Punctured Romance	May
055	Up In Mable's Room	Aug.
056	Twin Beds	May
057	Getting Gertie's Garter	May
058	Abroad With Two Yanks	Aug.

Lippert

(Screen Guild)

(For 1949-50 listing, see Page 2990)

5006	3 Desperate Men	Jan.
5009	The Steel Helmet	Feb.
5011	Bandit Queen	Dec.

Metro-Goldwyn-Mayer

(For 1949-50 listing, see Page 2916)

101	A Life Of Her Own	Sept.
102	Devil's Doorway	Sept.
103	The Toast Of New Orleans	Sept.
104	Right Cross	Oct.
105	To Please A Lady	Oct.
106	The Miniver Story	Oct.
107	Dial 1119	Nov.
108	Two Weeks With Lave	Nov.
109	King Solomon's Mines	Nov.
110	The Next Voice You Hear	Oct.
111	Mrs. O'Malley And Mr. Malone	Dec.
112	Pagan Love Song	Dec.
113	Watch The Birdie	Jan.
114	Grounds For Marriage	Jan.
115	Kim	Jan.
116	The Magnificent Yankee	Feb.
117	Vengeance Valley	Feb.
118	Cause For Alarm	Feb.
119	Three Guys Named Mike	Mar.
120	The Red Badge Of Courage	Mar.
121	Royal Wedding	Mar.

Monogram

(For 1948-1949 listing, see Page 2875)

4901	Blue Grass Of Kentucky	Jan. 22
4902	Young Daniel Boone	Mar. 5
4903	County Fair	Aug. 6
4904	Blue Blood	Jan. 28
4905	The Lost Volcano	June 25
4906	Bomba And The Hidden City	Sept. 24
4907	Killer Shark	Mar. 19
4908	Big Timber	Sept. 10
4909	Jiggs And Maggie Out West	Apr. 23
4911	Joe Palooka Meets Humphrey	Feb. 5
4912	Joe Palooka In Humphrey Takes A Chance	June 4
4913	Blonde Dynamite	Feb. 12
4914	Lucky Losers	May 14
4915	Triple Trouble	Aug. 13
4916	Blues Busters	Oct. 29
4917	Father Makes Good	May 7
4918	Hot Rod	Oct. 22
4919	Snow Dog	July 16
4920	Call Of The Klondike	Dec. 17
4922	Square Dance Katy	Mar. 25
4923	The Silk Noose	July 9
4924	Sideshow	June 18
4925	West Of Wyoming	Feb. 19
4926	Mystery At The Burlesque	Apr. 16
4941	Gunslingers	Apr. 9
4942	Arizona Territory	July 2
4943	Silver Raiders	Aug. 20
4944	Cherokee Uprising	Oct. 8
4945	Outlaws Of Texas	Dec. 10
4946	Abilene Trail	Feb. 4
4951	Six Gun Mesa	Apr. 30
4952	Over The Border	Mar. 12
4953	Law Of The Panhandle	Sept. 17
4954	Outlaw Gold	Nov. 26
4955	Colorado Ambush	Jan. 14

(1950-51)

5101	Cavalry Scout	Apr. 1
5107	Sierra Passage	Jan. 7
5109	The Lion Hunters	Mar. 15
5111	Bowery Battalion	Jan. 21
5115	Rhythm Inn	Feb. 11
5117	Joe Palooka In The Squared Circle	Nov. 5
5120	Navy Bound	Feb. 25
5122	According To Mrs. Hoyle	Mar. 4
5125	Father's Wild Game	Dec. 3
5141	Man From Sonora	Mar. 18
5151	Whip Wilson No. 1	Mar. 4
5199	A Modern Marriage	Oct. 15
	The Vicious Years	Feb. 18
	Gypsy Fury	Mar. 18

ALLIED ARTISTS

(For 1949-50 listing, see Page 2990)

AA17	Southside 1-1000	Nov. 12
AA18	Short Grass	Dec. 24

Paramount

(For 1949-50 listing, see Page 2916)

5001	Fancy Pants	Sept.
5002	Union Station	Sept.
5003	Copper Canyon	Oct.
5004	Dark City	Oct.
5005	Tripoli	Nov.
5006	Let's Dance	Nov.
5007	Mr. Music	Dec.
5008	Cassino To Korea	Oct.
5009	Branded	Jan.
5010	Samson And Delilah	Mar.
5011	Molly (The Goldbergs)	Mar.
5012	September Affair	Feb.
5013	The Great Missouri Raid	Feb.
5014	At War With The Army	Jan.
5015	The Redhead And The Cowboy	Mar.
5016	The Mating Season	Mar.

5017	Quebec	Apr.
5018	The Lemon Drop Kid	Apr.
	Trio	Nov.

RKO

(For 1949-50 listing, see Page 2916)

101	Born To Be Bad	Aug.
102	Walk Softly, Stranger	Oct.
103	Outrage	Oct.
104	Bunca Squad	Sept.
105	Border Treasure	Sept.
106	Never A Dull Moment	Nov.
107	Experiment Alcatraz	Nov.
108	Rio Grande Patrol	Nov.
109	The Company She Keeps	Jan.
110	Gambling House	Jan.
111	Hunt The Man Down	Dec.
112	Double Deal	Jan.
113	Law Of The Badlands	Dec.
	Payment On Demand	Feb.
	Cry Danger	Feb.
	His Kind Of Woman	Feb.
	The Thing	Mar.
	Tarzan's Peril	Mar.
	Best Of The Badmen	Mar.
	My Forbidden Past	Mar.

(Reissues)

161	Bombadier	
162	China Sky	
163	Mr. Lucky	
164	The Lady Takes A Chance	
169	Tarzan And The Leopard Woman	
170	Tarzan And The Amazons	

(Specials)

151	Our Very Own	July
152	Edge Of Doom	Sept.
165	Joan Of Arc	Nov.
166	Mad Wednesday	Oct.
167	Vendetta	Dec.
191	Treasure Island	July

Republic

(For 1948-1949 listing, see Page 2876)

4901	The Kid From Cleveland	Sept. 16
4902	The Fighting Kentuckian	Oct. 14
4904	The Blonde Bandit	Dec. 16
4905	Sands Of Iwa Jima	Mar. 1
4906	Belle Of Old Mexico	Mar. 1
4907	Unmasked	Jan. 30
4909	Singing Guns	Feb. 24
4910	Tarnished	Feb. 17
4911	Federal Agent At Large	Mar. 10
4912	House By The River	Mar. 31
4913	Harbor Of Missing Men	Apr. 21
4914	Rock Island Trail	May 18
4916	Women From Headquarters	May 1
4917	The Savage Horde	May 22
4918	Destination Big House	June 1
4920	The Avengers	June 26
4921	Trial Without Jury	July 8
4922	Jungle Stampede	July 20
4924	The Showdown	Aug. 15
4925	Lonely Hearts Bandits	Aug. 29
4929	Prisoners In Petticoats	Sept. 15
4941	Bells Of Caronado	Jan. 6
4942	Twilight In The Sierras	Mar. 24
4943	Sunset In The West	Sept. 8
4944	North Of The Great Divide	Nov. 15
4945	Trigger, Jr.	June 30
4946	Trail Of Robin Hood	Dec. 15
4951	Arizona Cowboy	Apr. 1
4952	Hills Of Oklahoma	May 1
4953	Redwood Forest Trail	Sept. 20
4954	Under Mexicali Stars	Nov. 20
4961	Powder River Rustlers	Nov. 25
4962	Gunmen Of Abilene	Feb. 3
4963	Code Of The Silver Sage	Apr. 7
4964	Salt Lake Raiders	May 1
4965	Covered Wagon Raid	June 30
4966	Vigilante Hideout	Aug. 6
4967	Frisco Tornado	Sept. 5
4968	Rustlers On Horseback	Oct. 23
4971	Pioneer Marshal	Dec. 23
4972	The Vanishing Westerner	Mar. 31
4973	The Old Frontier	July 26
4974	The Missourians	Nov. 25

(Deluxe Reissues)

808	The Castaway (The Cheaters)	
813	Rhythm Hits The Ice (Ice Capades Revue)	
4903	Change Of Heart (Hit Parade Of 1943)	
4908	Beyond The Border (Mexicana)	
4915	I'll Reach For A Star (The Hit Parade)	
4919	Music In The Moonlight (Ice-Capades)	
4923	Inside The Underworld (Storm Over Lisbon)	
4930	The Tiger Man (The Lady And The Monster)	
4931	The Underground Spy (The Red Menace)	

(Re-edited Re-releases)

4926	Join The Marines	Aug.
4927	The Leathernecks Have Landed	Sept.
4928	Come On Leathernecks	Aug.

(1950-51)

5001	Surrender	Sept.
5002	Hit Parade Of 1951	Oct.
5003	Macbeth	Oct.
5004	Rio Grande	Nov.
5005	California Passage	Dec.
5006	Belle Le Grand	Jan.
5023	Pride Of Maryland	Jan.
5058	Rough Riders Of Durango	Jan.
5041	Spoilers Of The Plains	Feb.
5066	Buckaroo Sheriff Of Texas	
	Oh! Susanna	Mar.
	Missing Women	Feb.
	Night Riders Of Montana	Feb.

(Re-edited Re-releases)

5021	Gallant Thoroughbred (Someone To Remember)	Nov.
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(Continued on next page)

Production Numbers

(Continued from preceding page)

20th Century-Fox

(For 1950 listing, see Page 2991)
(1951)

101	The Mudlark	Jan.
102	The Man Who Cheated Himself	Jan.
103	Halls Of Montezuma	Jan.
104	Call Me Mister	Feb.
105	I'd Climb The Highest Mountain	Feb.
106	Sword Of Monte Cristo	Feb.
107	The 13th Letter	Mar.
108	Lucky Nick Cain	Mar.
109	Bird Of Paradise	Mar.
110	Of Men And Music	Mar.

United Artists

(For 1949-50 listing, see Page 2719)

ROGELL		
The Admiral Was A Lady	Aug.	
KRAMER		
The Men	Sept.	
RATOFF		
If This Be Sin	Sept.	

GOLDSMITH-CASPERY		
Three Husbands	Nov.	
CELEBRATED		
City Lights	Oct.	
STILLMAN-ENDFIELD		
The Sound Of Fury	Jan.	
(1950-51)		
POPKIN		
The Second Woman	Feb.	

Universal-International

(For 1949-50 listing see Page 2991)
(1950-51)

101	Hamlet	Oct.
102	The Milkman	Nov.
103	Deported	Nov.
104	Kansas Raiders	Nov.
105	Undercover Girl	Dec.
106	Mystery Submarine	Dec.
107	Harvey	Jan.
108	Frenchie	Jan.
109	Under The Gun	Jan.
110	Tomahawk	Feb.
111	Target Unknown	Feb.
112	Bedtime For Bonzo	Feb.
113	Operation Disaster	Feb.
114	Groom Wore Spurs	Mar.

Abbott And Costello Meet The Invisible Man			Mar.
Air Cadet			Mar.
Ma And Pa Kettle Back On The Farm			Mar.
5101	Tales Of The West No. 1	July	
5102	Tales Of The West No. 2	Aug.	
5103	Tales Of The West No. 3	Oct.	
5104	Tales Of The West No. 4	Jan.	

Warners

(For 1949-50 listing, see page 2917)

001	Tea For Two	Sept. 2
004	Pretty Baby	Sept. 16
005	The Breaking Point	Sept. 30
006	Three Secrets	Oct. 14
007	The Glass Menagerie	Oct. 21
008	Rocky Mountain	Nov. 11
009	The West Point Story	Nov. 25
010	Breakthrough	Dec. 9
011	Dallas	Dec. 30
012	Highway 301	Jan. 14
013	Operation Pacific	Jan. 29
014	Storm Warning	Feb. 10
015	The Enforcer	Feb. 24
016	Sugarfoot	Mar. 10

(Reissues)

002	Alcatraz Island	Sept. 9
003	San Quentin	Sept. 9

Too Late To Classify

(Continued from page 3029)

accuses him of paying romantic heed to her to aid his career. Dexter goes to Hollywood to get picture work but is unsuccessful until he makes a successful bid for the lead in "The Four Horsemen Of The Apocalypse", and his career is launched. He sends for Calleia. Scoring in hit after hit, Dexter often meets Parker, but she is still cool to him despite his effort to make up with her. They do finally get together and are romantically happy. When Dexter reaffirms his distaste for marriage, she leaves him again, and announces that she will wed Carlson. Dexter tries to find consolation in player Patricia Medina. After the wedding, Dexter and Parker are co-starred in "The Sheik," which Carlson is to direct, and although they try to avoid it, their real feelings show through and the film is a sensation. Production head Otto Kruger wants to co-star them again, but Parker begs Dexter to refuse, and he does. Meanwhile, bothered by an ailment, a doctor orders strict rest. Dexter delays and even goes to a secret meeting to discuss the future with Parker. This is discovered by newspaperman Lloyd Gough, who has his pho-

tographer snap them together. Dexter smashes the cameras, and beats up Gough. The fight aggravates his condition but he stalls to try to save Parker by announcing that he and Medina are eloping to New York. Their marriage never occurs because he becomes very ill, and dies in a New York hospital. Carlson tells Parker that he knows of her love, and the matter rests there. Each year, on the anniversary of his death, Calleia and a mysterious woman in black pay tribute to Dexter, and there is much speculation as to her identity, which is never revealed.

X-RAY: This has all the angles to make it a potential top grosser. Telling the life story of one of the screen's greatest romantic lovers of the silent era, "Valentino" should attract not only the oldsters who were thrilled by the Valentino glamour and appeal but also younger folks and teen-agers who have never had a chance to glimpse the Valentino type of love before, and they should go for it in a big way. The casting of Dexter as Valentino is amazing, and he comes through with honors. The entire production is in the better class, with Carlson, Parker, and Calleia very good in their roles. Industry-ites will be especially interested in the highlights from hit Valentino films, and it

is no question but that if this scores, as it should, Dexter can be used in remakes of Valentino hits of the past. The story, although lengthy, holds interest throughout, and everything is presented with a note of authenticity. The film story was written by George Bruce. Music heard includes: "The Sheik", "My Wonderful One", "La Cumparsita", "The Valentino Tango", and "The Kashmiri Song." From the exploitation and merchandising angles, few films have come along in recent years with the possibilities of this show.

TIP ON BIDDING: Higher bracket.

AD LINES: "The Screen's Greatest Lover — Rudolph Valentino — His Life And Loves"; "The Story Of The Screen's Greatest Lover"; "Women Everywhere Loved Him, And He Returned The Compliment."

Shorts

CAUCASIAN RESERVES. Artkino. 10m. The camera ranges over the vast forests and mountains of the region, showing how the animals and natural resources are cared for. Aside from a few shots of animals peculiar to the area, there is little here to stimulate interest. The rather fuzzy photography doesn't do much to help. FAIR.

JUST A REMINDER • •

These PINK "SERVISECTIONS" are the industry's oldest and most reliable means of establishing a file of reference data that becomes more valuable with each passing month and year. . . . Published every-second-week (26 forms each year) they are compiled and indexed by the Film Season starting with the first issue of September and ending with the last issue of August. . . . Separately bound and separately numbered, the last page of each form always indexes all Features reviewed since the start of the particular season, and the preceding "SERVISECTION" page on which any review may be found. . . . Reviews of Short Subjects are indexed at regular intervals. . . . At the end of each Film Season you will have accumulated a complete and detailed history of all film distributed in it, for your later use in locating reissuable or replayable product.

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ALPHABETICAL GUIDE

To 297 Features Reviewed Since The Aug. 30 Issue

This index covers features reviewed thus far during the 1950-51 season, in addition to any features of the 1949-50 season reviewed after the issue of Aug. 30, 1950.—Ed.)

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(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate and up-to-date, it must be remembered that features are often subject to home office editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)

COLUMBIA	EAGLE LION CLASSICS	LIPPERT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY
The Flying Missile G. Ford, V. Lindfors	The Wicked City M. Montez, J. P. Aumont, L. Palmer (Made in France)	3 Desperate Men P. Foster, J. Davis, V. Grey	Grounds For Marriage V. Johnson, K. Grayson	Sierra Passage W. Morris, L. Albright, R. Winters	Branded A. Ladd, C. Bickford, M. Freeman (Technicolor)	The Company J. Greer, L. Scott, D. O'Keefe	Rough Riders Of Durango, W A. Lane, W. Baldwin, A. Towne	The Mudlark I. Dunne, A. Guinness, A. Ray (Made in England)	The Sound Of Fury F. Lovejoy, R. Carlson K. Ryan, (Stillman)	Harvey J. Stewart, P. Dow, J. Hull	Highway 301 S. Cochran, G. Andre, V. Grey
Stage Ta Tucson R. Cameron, W. Morris, K. Buckley (Technicolor)	Mr. Universe J. Carson, B. Lahr, J. Paige	Kim E. Flynn, P. Lukas, D. Stockwell (Partly made in India)	Kim E. Flynn, P. Lukas, D. Stockwell (Partly made in India)	Colorado Ambush, W J. M. Brown, L. Hall	At War With The Army D. Martin, J. Lewis, P. Bergen	Gambling House V. Mature, T. Moore, W. Bendix	Belle Le Grand V. Ralston, J. Carroll	Halls Of Montezuma R. Widmark, R. Gardiner, W. Palance (Technicolor)		Frenchie J. McCrea, S. Winters, P. Kelly (Technicolor)	Operation Pacific J. Wayne, P. Neal, S. Forbes, P. Carey
Gasoline Alley S. Beckett, J. Lydon, P. Brady	Korea Patrol R. Emory, T. Duna	Watch The Birdie R. Skelton, A. Dahl, A. Miller	Watch The Birdie R. Skelton, A. Dahl, A. Miller	Bowery Battalion L. Gorcey, H. Hall, V. Hewitt			Pride Of Maryland S. Clements, P. Stewart, F. Darro	The Man Who Cheated Himself L. J. Cobb, J. Wyatt, J. Dall		Under The Gun R. Conte, A. Totter	
Gene Autry And The Mounties G. Autry, E. Verdugo	Oliver Twist R. Newton, A. Guinness, K. Walsh (English-made)			Blue Blood J. Nigh, A. Long (Cinecolor)							
Prairie Roundup, W C. Starrett, S. Burnette, M. Castle	The Sun Sets At Dawn S. Parr, P. Shawn, W. Reed										
FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY
Born Yesterday J. Holliday, W. Holden, B. Crawford	Valcana A. Magnani, G. Brooks, R. Brazzi (Italian-made)	The Steel Helmet G. Evans, S. Brodie, J. Edwards	The Magnificent Yankee L. Calhern, A. Harding, E. Franz	Abilene Trail, W W. Wilson, A. Clyde, N. Neill	September Affair J. Fontaine, J. Cotton, F. Rosay (Partly made in Italy)	Payment On Demand B. Davis, B. Sullivan	Missing Women P. Edwards, J. Alvin, J. Millican	I'd Climb The Highest Mountain S. Hayward, W. Lundigan, R. Calhoun (Technicolor)	The Second Woman R. Young, B. Drake, J. Sutton (Popkin)	Target Unknown M. Stevens, D. Taylor, J. Holden	Storm Warning G. Rogers, R. Reagan, D. Day, S. Cochran
Operation X E. G. Robinson, P. Cummins (English-made)	They Were Not Divided E. Underdown, R. Clanton (English-made)	Vengeance Valley B. Lancaster, R. Walker, J. Dru, J. Ireland (Technicolor)	Vengeance Valley B. Lancaster, R. Walker, J. Dru, J. Ireland (Technicolor)	Rhythm Inn J. Frazee, L. Collier, K. Grant	The Great Missauri Raid W. Corey, M. Carey, E. Drew (Technicolor)	Cry Danger D. Powell, R. Fleming	Spoilers Of The Plains R. Rogers, P. Edwards, G. Jones	Call Me Mister B. Grable, D. Dailey, D. Thomas (Technicolor)		Bedtime For Bonza R. Reagan, D. Lynn, W. Slezak	The Enforcer H. Bogart, R. Roberts, Z. Mostel
Caunterpsy Meets Scotland Yard H. St. John, A. Blake	My Brother, The Outlaw M. Rooney, R. Preston, W. Hendrix (Made in Mexico)	Cause For Alarm L. Young, B. Sullivan	Cause For Alarm L. Young, B. Sullivan	The Vicious Years T. Cook, G. Moore, S. Merritt		His Kind Of Woman R. Mitchum, J. Russell	Night Riders Of Montana, W A. Lane, C. Johnson, C. Barrett	The 13th Letter C. Boyer, L. Darnell, M. Rennie, C. Smith (Made in Canada)		Tomahawk V. Heflin Y. DeCarlo, P. Foster (Technicolor)	
Ridin' The Outlaw Trail, W C. Starrett, S. Burnette	Adventures Of Skipalong Rosenbloom M. Baer, J. Coogan			Navy Bound T. Neal, W. Waldron, R. Toomey						Operation Disaster J. Mills, R. Attenborough, N. Patrick (English-made)	
MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH
AI Jennings Of Oklahoma D. Duryea, G. Storm, D. Foran (Technicolor)	The Blue Lamp J. Warner, J. Hanley, G. Whitby (English-made)	Three Guys Named Mike J. Wyman, V. Johnson, H. Keel, B. Sullivan	Three Guys Named Mike J. Wyman, V. Johnson, H. Keel, B. Sullivan	According To Mrs. Hayle S. Byington, T. Chandler, B. King	The Mating Season G. Tierney, J. Lund, T. Ritter, M. Hopkins	The Thing M. Sheridan, J. Arness, S. Creighton	Oh! Susanna R. Cameron, A. Booth (Trucolor)	The Sword Of Mante Cristo G. Montgomery, P. Corday, B. Kroeger (Supercinecolor)		The Groom Ware Spurs G. Rogers, J. Carson, J. Davis	Sugarfoot R. Scott, A. Jergens (Technicolor)
Lorna Doone B. Hale, R. Greene, W. Bishop (Technicolor)	White Heather R. Milland, M. Goring, P. Roc (English-made)	The Red Badge Of Courage A. Murphy, B. Mauldin, R. Dano	The Red Badge Of Courage A. Murphy, B. Mauldin, R. Dano	Man From Sonora, W J. M. Brown, L. Hall, M. Healey	The Redhead And The Cowboy G. Ford, R. Fleming, E. O'Brien	Tarzan's Peril L. Barker, V. Huston, G. Macready	Silver City Bonanza, W R. Allen, B. Ebson	Lucky Nick Cain G. Raff, C. Gray (Made in Europe)		Abbott and Costello Meet The Invisible Man B. Abbott, L. Costello, N. Guild	Lightning Strikes Twice R. Roman, R. Todd
Texans Never Cry G. Autry, G. Davis, D. Horvey	So Long At The Fair J. Simmons, D. Bogarde, D. Tomlinson (English-made)	Royal Wedding F. Astaire, J. Powell, P. Lawford (Technicolor)	Royal Wedding F. Astaire, J. Powell, P. Lawford (Technicolor)	Gypsy Fury V. Lindfors, C. Kent (Made in Sweden)	Samson And Delilah H. Lamarr, V. Mature, G. Sanders (Technicolor)	Best Of The Bad Men R. Ryan, C. Trevor, J. Buetel (Technicolor)	Cuban Fireball E. Rodriguez, W. Douglas	Bird Of Paradise L. Jourdan, D. Paget, J. Chandler (Technicolor)		Air Cadet G. Russell, S. McNally, R. Long	Dodge City E. Flynn, O. de Havilland (Re-release)
M D. Wayne, H. Da Silva, L. Adler	Cattle Queen M. Hart, D. Smith, D. Wood			The Lion Hunters J. Sheffield, A. Todd, M. Throver		My Forbidden Past A. Gardner, R. Mitchum, M. Douglas	Investigator R. Denning, A. Long	Of Men And Music J. Heifetz, A. Rubinstein, J. Pearce, N. Y. Philharmonic		Ma And Pa Kettle Back On The Farm M. Main, P. Kilbride	Virginia City E. Flynn, M. Hopkins, H. Bogart (Re-release)
Fort Savage Raiders, W C. Starrett, S. Burnette, P. Thompson	When I Grow Up R. Preston, M. Scott, B. Driscoll				Molly, (The Goldbergs) G. Berg, P. Loeb, E. Mintz		Heart Of The Rockies R. Rogers, P. Edwards				Lullaby Of Broadway D. Day, G. Nelson (Technicolor)

HOLIDAYS

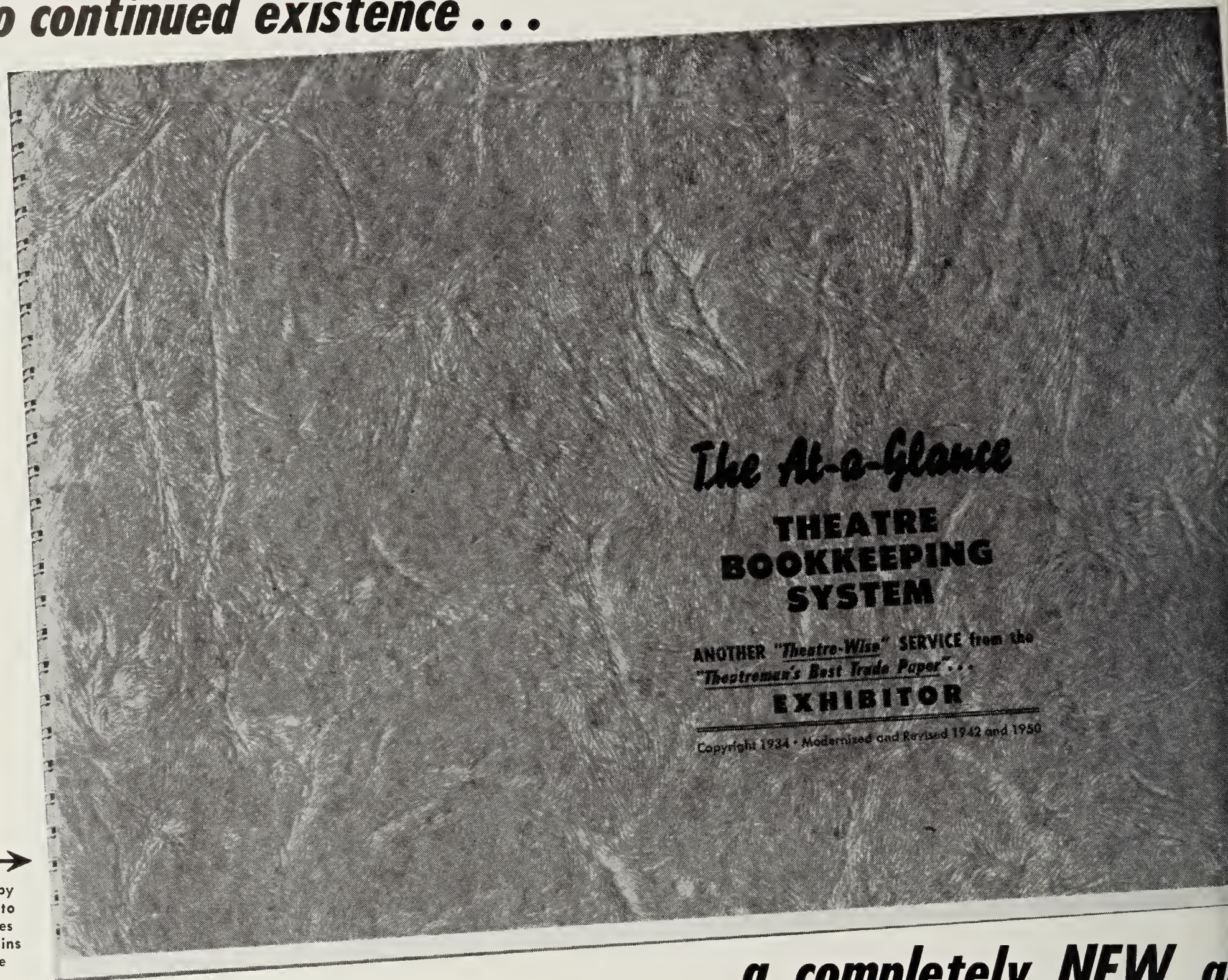
Feb. 22—Washington's Birthday
Mar. 18—Palm Sunday
Mar. 23—Good Friday
Mar. 25—Easter

REALART

Jan. —Black Angel—D. Duryea, B. Crawford
Tangier—M. Montez, Sabu
The Sullivans—A. Baxter, T. Mitchell
Feb. —Salerno Beachhead (A Walk In The Sun)—R. Conte, D. Andrews

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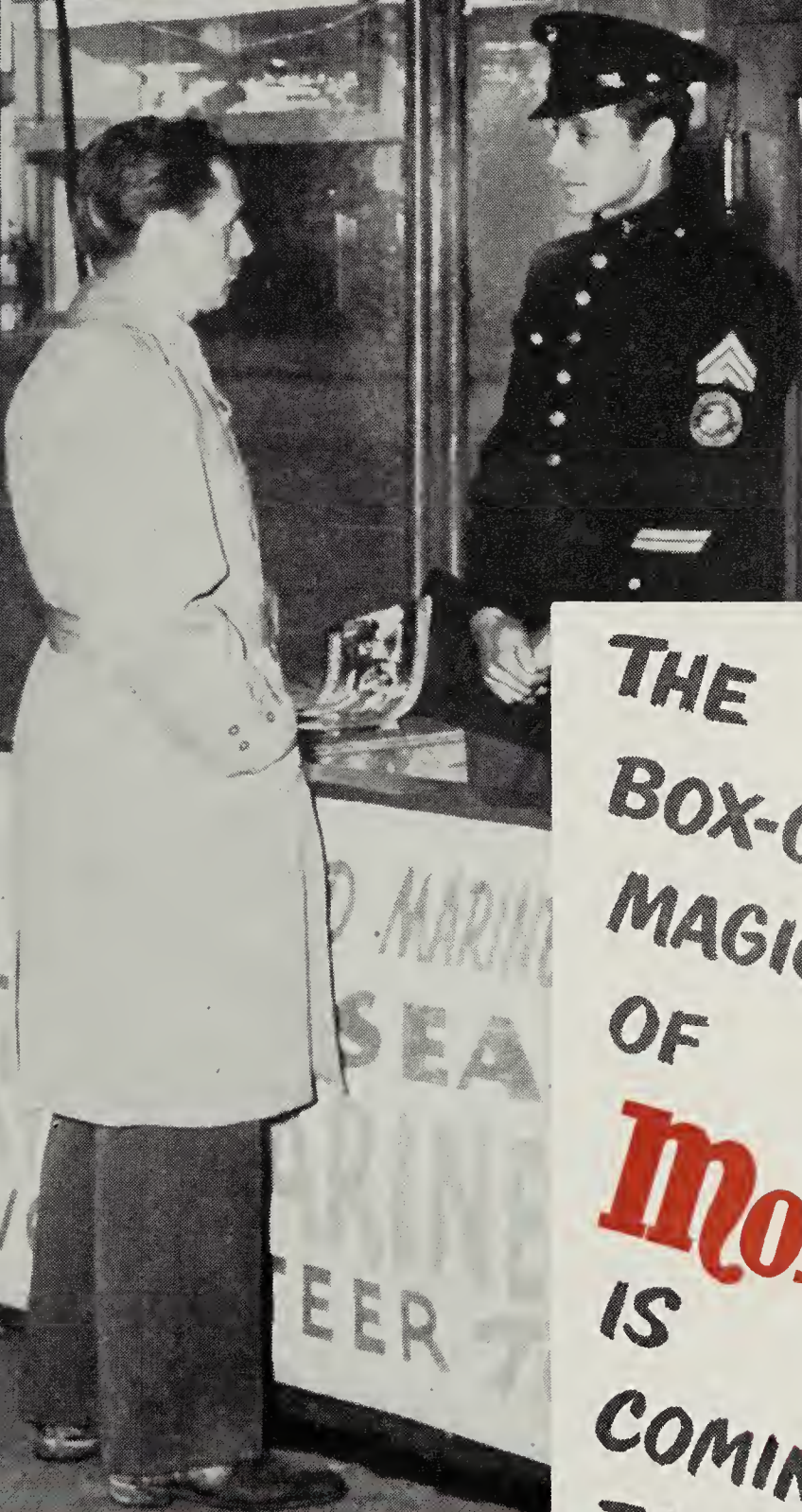
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THE SWORD of Monte Cristo
GEORGE MONTGOMERY • PAULA CORDAY

one 45 Number 16 FEBRUARY 21, 1951
Two Sections; Section One

PRINTED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
OFFICE AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS
Featuring **STUDIO SURVEY**

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WEIGHT IN
GOLD!**

**M-G-M's
"FATHER'S
LITTLE
DIVIDEND"**

**It will leave "Father
of the Bride" far
behind!**





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**SPENCER TRACY
JOAN BENNETT
ELIZABETH TAYLOR**
IN
**"FATHER'S LITTLE
DIVIDEND"**
DON TAYLOR • BILLIE BURKE
Screen Play by Albert Hackett and Frances Goodrich
Based on Characters Created by Edward Streeter
Directed by **VINCENTE MINNELLI**
Produced by **PANDRO S. BERMAN**

**TRADE
SHOWS
FEB. 20th**

ALBANY—2/20—2 P.M.
20th-Fox Screen Room
1052 Broadway

ATLANTA—2/20—2 P.M.
20th-Fox Screen Room
197 Walton St., N.W.

BOSTON—2/20—2 P.M.
M-G-M Screen Room
46 Church Street

BUFFALO—2/20—2 P.M.
20th-Fox Screen Room
290 Franklin Street

CHARLOTTE—2/20—1:30 P.M.
20th-Fox Screen Room
308 S. Church Street

CHICAGO—2/20—1:30 P.M.
H. C. Igel's Screen Room
1301 S. Wabash Avenue

CINCINNATI—2/20—8 P.M.
RKO Palace Bldg. Screen Room
16 East Sixth Street

CLEVELAND—2/20—1 P.M.
20th-Fox Screen Room
2219 Payne Avenue

DALLAS—2/20—2:30 P.M.
20th-Fox Screen Room
1803 Wood Street

DENVER—2/20—2 P.M.
Paramount Screen Room
2100 Stout Street

DES MOINES—2/20—1 P.M.
20th-Fox Screen Room
1300 High Street

DETROIT—2/20—1:30 P.M.
Max Blumenthal's Screen Room
2310 Cass Avenue

INDIANAPOLIS—2/20—1 P.M.
20th-Fox Screen Room
326 North Illinois Street

KANSAS CITY—2/20—1:30 P.M.
20th-Fox Screen Room
1720 Wyandotte Street

LOS ANGELES—2/20—2 P.M.
United Artists' Screen Room
1851 South Westmoreland

MEMPHIS—2/20—2 P.M.
20th-Fox Screen Room
151 Vance Avenue

MILWAUKEE—2/20—1:30 P.M.
Warner Screen Room
212 West Wisconsin Avenue

MINNEAPOLIS—2/20—2 P.M.
20th-Fox Screen Room
1015 Currie Avenue

NEW HAVEN—2/20—2 P.M.
20th-Fox Screen Room
40 Whiting Street

NEW ORLEANS—2/20—1:30 P.M.
20th-Fox Screen Room
200 South Liberty Street

NEW YORK-N. J.—2/20—2:30 P.M.
M-G-M Screen Room
630 Ninth Avenue

OKLAHOMA CITY—2/20—1 P.M.
20th-Fox Screen Room
10 North Lee Street

OMAHA—2/20—1 P.M.
20th-Fox Screen Room
1502 Davenport Street

PHILADELPHIA—2/20—11 A.M.
M-G-M Screen Room
1233 Summer Street

PITTSBURGH—2/20—2 P.M.
M-G-M Screen Room
1623 Boulevard of Allies

PORTLAND—2/20—2 P.M.
B. F. Shearer Screen Room
1947 N. W. Kearney Street

ST. LOUIS—2/20—1 P.M.
S'Renco Art Theatre
3143 Olive Street

SALT LAKE CITY—2/20—1 P.M.
20th-Fox Screen Room
216 East First Street, South

SAN FRANCISCO—2/20—1:30 P.M.
20th-Fox Screen Room
245 Hyde Street

SEATTLE—2/20—1 P.M.
Jewel Box Preview Theatre
2318 Second Avenue

WASHINGTON—2/20—2 P.M.
RKO Screen Room
932 North Jersey Avenue, N.W.

GENERAL RELEASE

Cecil B. DeMille

Samson and Delilah

Color by

Technicolor



Cecil B. DeMille's "SAMSON AND DELILAH" starring Hedy Lamarr-Vivian

Produced and Directed by Cecil B. DeMille • Screenplay by Jesse L. Lasky, Jr. • Fredric M. Frank • From original treatment

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Lamb and Vladimir Jabotinsky · Based upon the history of Samson and Delilah in the Holy Bible, Judges 13-16 · A Paramount Picture

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—a basic weekly form to replace the scribbled note or tissue carbon.

● These forms are prepared for convenience in disseminating accurate information to the key members of a theatre staff so that they may answer intelligently the patron questions most frequently asked; or so that they can cue and time their show. 50 sheets to each pad.

● Daily turnover running time can be easily computed from the running times of the individual subjects that make up the bill.

● One copy each week: (1) on your desk, (2) to your cashier, (3) to your doorman, (4) to your projectionist, and (5) to your head usher or floor supervisor will be sufficient to keep uniform information throughout the theatre.

Price: 25c per pad (or 10 pads for \$2.30)

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Daily BOX OFFICE STATEMENTS

—all embracing memoranda of the complete cash control system.

Price: 25c per pad (or 10 pads for \$2.30)

● Printed on both sides so that complete factual totals for one day can be kept on one 8½ x 5½ inch sheet, each itemizes:

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2. PASS AND WALK-IN TICKET NUMBERS
3. CASH TOTALS AND REFUNDS
4. TAX TOTALS
5. PROGRAM, WEATHER, AND OP-POSITION
6. SPACES FOR HOURLY TOTALS
7. MISCELLANEOUS INCOME AND DEPOSITS

● Made up in pads of 50 per pad, each sheet is punched for saving in a standard ring binder with the date at the lower right corner for quick reference when filed.

● Where accuracy counts for current income and future bookkeeping, the Box Office Statement is a diary of theatre operation.

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THE NEW "Pocket-Size" DATE BOOK

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● Designed originally to fill the void of the widely used but now discontinued RKO book, this new design proved so far superior to anything previously developed in its field that it has taken the industry—whether independent owner or circuit manager—by storm.

(a) 5 lines of booking space were gained by taking full advantage of the 3¼x6¾ inch page area. (b) Weekly activities not bothered with until the complete week is booked, are kept separate and distinct. (c) Spaces are allowed for cost, gross, weather, etc., as desired. (d) All dates, days of the week, and holidays are clearly printed.

(Without Binder)

Price: 60c per yearly set of forms

Dated forms for ONE FULL YEAR are printed to start with the first week of each July

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ASK for Sample Sheets of the above . . . or for a complete descriptive folder covering ALL of our THEATRE FORMS and SYSTEMS SOLD TO SUBSCRIBING THEATRES ONLY! EXHIBITOR BOOK-SHOP, 1225 VINE STREET, PHILADELPHIA 7, PA.



A MIDEASTERN newspaper publisher celebrated his birthday, and invited everyone as his guests at a local theatre. All 1200 residents were given the opportunity to see the shows free.

★

WHEN "South Pacific", legit show, was playing a theatre which ordinarily exhibited only films, a patron called up, and wanted to know what picture was playing with it.

★

THE HIGH COST of production clashed with the high cost of beef when, in a western shot on the coast, the herd was only allowed one "dead run" so that the cattle wouldn't lose too much poundage during the filming.

★

A WESTERN exhibitor gave a free party to the town folks, had an overhead of \$17.50, and sold \$32 worth of popcorn.

★

THE NEARNESS of the atomic bomb project probably caused the change of "The Road To Hollywood" to "The Road To Bali".

★

THE QUIET of a midwest theatre auditorium was disturbed when a man approached the manager in the lobby, and asked if he could call his wife. The manager pointed toward the phone booth, but the man ignored the direction, and instead walked into the darkened theatre bellowing: "Hey, Agnes, here I am."

★

CONFUSED patrons at a midwestern theatre are being asked by an extra profits attendant: "Would you like the five cent size candy bar for 10 cents or the dime size for 15 cents?"

—H. M. M.

I N D E X

VOL. 45, No. 16

FEBRUARY 21, 1951

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THE COVER PHOTO

This recruiting booth, in a tieup with the U. S. Marine Corps in Richmond, Va., helped publicize "Halls of Montezuma," 20th-Fox Technicolor production, which had its bow at the Byrd and State.

EXHIBITOR

VOL. 45, No. 16



FEBRUARY 21, 1951

Pertinent And To The Point

WHAT Maurice Bergman, Universal-International executive, had to say in Chicago recently in his address to members of the Publicity Club certainly made sense.

DISCUSSING the need for freedom of the screen, Bergman declared that "we in the motion picture business believe that a free screen is imperative to a healthy democracy, and for that reason we oppose political censorship, and believe that all who must indulge in the benefits of a free press should join with us in our attempt to rid the screen of censorship."

THE U-I SPOKESMAN further emphasized "one of the points we always make on behalf of our industry and its public relations is the fact that we have our own voluntary censorship or self regulation in the form of a production and advertising code."

TOUCHING on the place of the industry in community endeavors, Bergman declared that "we are constantly enlisted in all types of community work, and that the techniques which have been developed over the years in our business are very well applied in this important community work." He also emphasized the fact that "the best public relations are those which encompass the interest and welfare of the entire community."

FURTHERING this thought, he offered some thoughts that certainly must represent the feelings of all of us within the business. "At the present time, it is my belief that the combined publicity talents of this country must mobilize to do a substantial job for the government." In the matter of bond drives, in cooperating in the entire defense program, and in aiding the mobilization plan, Bergman declared that "those of us who have something to do with the development of public opinion have an enviable opportunity to utilize our know-how for the good of the country."

AND the time to do it, we believe, is now, through COMPO.

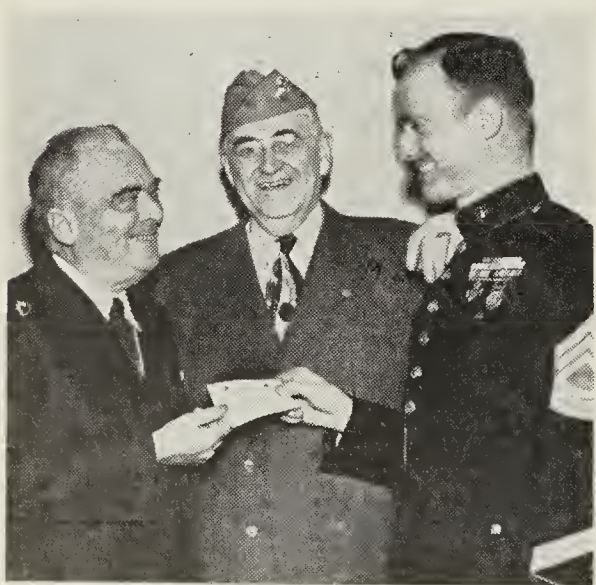
A JAY EMANUEL PUBLICATION. Founded in 1918. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 1225 Vine Street, Philadelphia 7, Pennsylvania. New York office: 1600 Broadway, New York 19. West Coast Representative: Poul Monning, 9628 Cresto Drive, Beverlywood, Los Angeles, California. Jay Emanuel, publisher; Poul J. Greenholgh, general manager; Herbert M. Miller, editor; Max Xavier Codes, business manager; Morguerite Gibson, circulation manager; George Frees Nonomaker and Mel Throckmorton Konecck, associate editors. Subscription rates: For each of six sectional editions (New England, York State, Philadelphia-Washington, Southern, Mideast, Midwest-Western): one year, \$2; two years, \$3.50; three years, \$5. General edition: one year, \$7.50 in U. S. and possessions, \$10 in Canada and Pan-American countries, \$15 in all other countries. Address editorial and business correspondence to the publishing office, 1225 Vine Street, Philadelphia 7, Pennsylvania.



WHEN THE SOUTHERN PREMIERE OF 20TH-FOX'S "HALLS OF MONTEZUMA" WAS HELD AT THE BYRD, RICHMOND, VA., THE MARINE BAND WAS ON HAND.

The Marines Landed — With Plenty To Spare

And 20th Century-Fox's "Halls Of Montezuma" Was Off To A Rousing Start



In Philadelphia, as part of the "Montezuma" campaign, Mayor Bernard Samuel, left, received the first tickets for the Fox premiere as Maurice J. Fagan, National Commander, Marine Corps League, and Sergeant Joseph Bridges watched.

THE marines have landed, and the boxoffice situation is well in hand! That's the story 20th Century-Fox has been telling about its "Halls Of Montezuma," which premiered with smashing success in five widely diversified situations to exceptional results.

Behind this five-fold smash was a definite pattern of exploitation which put the stamp of success on each of the engagements. Opening well after the first of the year, in the period considered traditionally slow, "Halls Of Montezuma" demonstrated that whoop-de-do showmanship still pays off handsomely when backed by superior theatre effort.

The campaigns for "Halls Of Montezuma", focussing on kick-off premieres in New York, Los Angeles, Richmond, Va., San Francisco, and Philadelphia, are of special interest because of the similarity of methods and ideas used, yet carried on completely independent of each other.

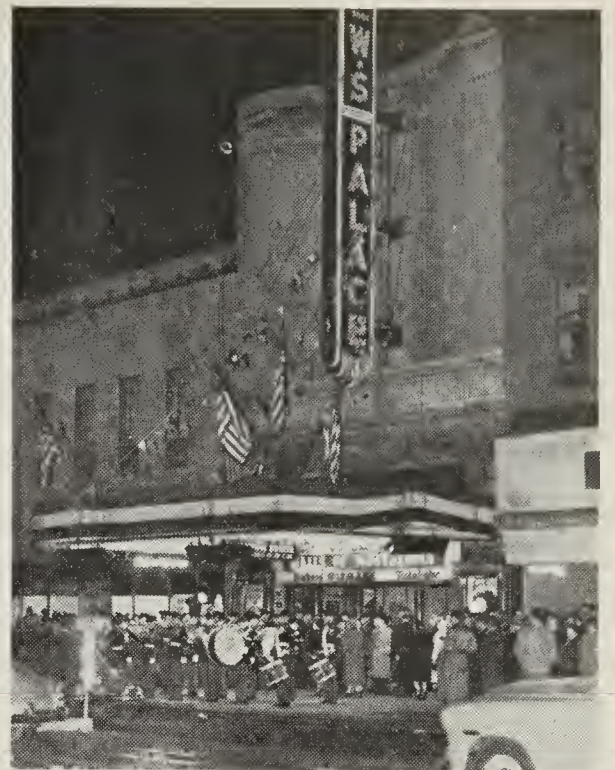
Basis for the campaigns, of course, was U. S. Marine Corps participation, with aid by the Marine Corps League. This resulted in parades, marine band participation, displays, special recruiting drives, and enlisting the help of top social, military, and civic leaders, who added glamour to the opening night, and took part in numerous publicity functions.

The result has been completely integrated campaigns following a basic formula. This formula, however, is built on a solid foundation of showmanship able to be duplicated in virtually any situation. Theatres may now call on the U. S. Marine Corps for similar results in their town, and duplicate in part or in whole much of the big-city premieres which started "Halls Of Montezuma" off so successfully.

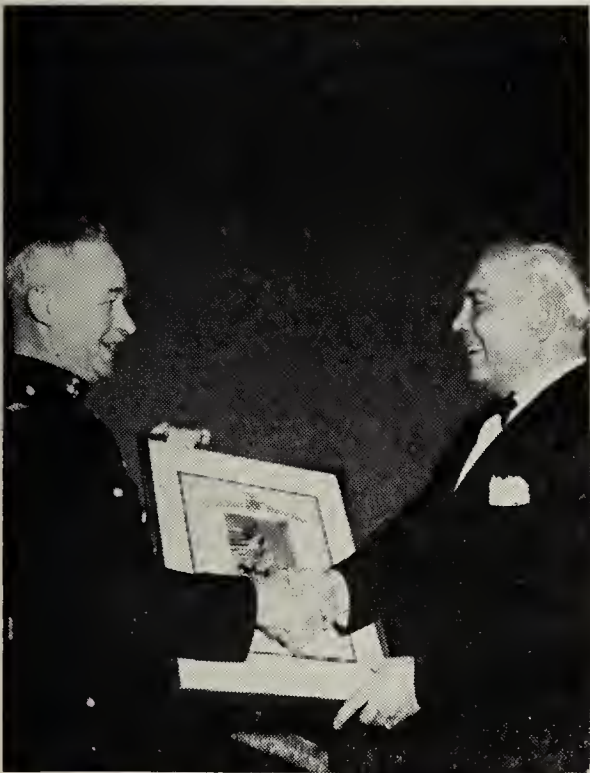
On this and the following page may be seen some of the highlights of the campaigns which were worked so effectively for the premieres of "Halls Of Montezuma."



In practically every big city where 20th Century-Fox's "Halls of Montezuma" made its bow, and the exploitation and merchandising opportunities of the show were taken advantage of, swearing in of marine enlistees proved a highlight. This scene shows ceremonies at the premiere, Fox, Philadelphia.



This band was an important part of the "Halls of Montezuma" goings-on at Loew's Palace, Washington, D. C., as this shot will attest.



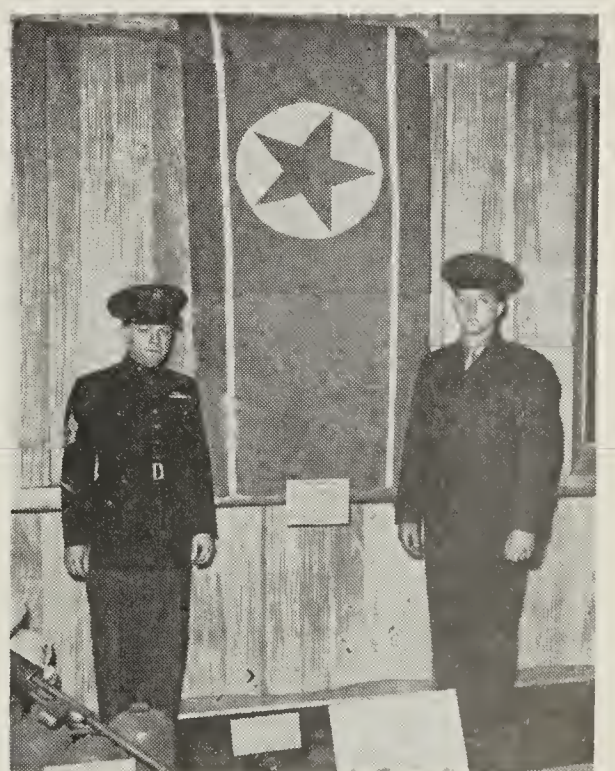
At the premiere of "Halls of Montezuma" in the Roxy, New York City, 20th-Fox President Spyros Skouras received a Plaque from Merwin Silverthorn, Assistant Commander, U. S. Marine Corps.



Representing the First Marine Corps Division, with which he served in World War II, William Lundigan joined Hollywood's "Hall of Fame" at Grauman's Chinese. Sergeant Homer Bramble and Sergeant Gladys Bolkow assisted in the hand and footprint ceremony. This was a prelude to the premiere of "Halls of Montezuma" at the house as part of an extensive publicity and advertising campaign.



When the Fox, San Francisco, arranged a gala ballyhoo for the opening of "Halls of Montezuma," Admiral Chester W. Nimitz was interviewed in front of the theatre, an event covered by radio and the newsreels. Many other dignitaries cooperated in similar ceremonies in cities throughout the nation.



The Roxy, New York City, campaign was given a highlight by this marine guard standing at an exhibit showing a captured North Korean flag.

Mel Konecuff's NEW YORK

BY NOW the changes in the advertising, publicity department at Paramount are probably no longer news, namely to the effect that Max Youngstein, vice-president in charge of that department, resigned, and that Jerry Pickman was appointed acting national director of advertising, publicity, and exploitation. We take great satisfaction in that appointment for several reasons.



KONECOFF

First, we know Jerry from way back, and over the years we know that he has tremendous ability, and is deserving of demonstrating same. Then it's nice to know that top officials at Paramount recognize it as well, and promote from within the ranks. Pickman's background is particularly suited for the job as he has had wide experience with newspapers, promotion, campaigns, exhibitor relations, advertising, publicity of all sorts, etc.

We wish him well, and look forward to great things in the Paramount style.

PRODUCTION: We now know that there definitely is a Howard Hughes because we've spoken to a man who saw and spoke with him. This individual is Jack H. Skirball, producer of "Payment On Demand," Bette Davis starrer, which RKO is releasing. Skirball, in to attend the opening at Radio City Music Hall, related that a new and clearer ending was shot for the film just a week prior to its opening. This action was taken to satisfy public demand for an ending that should be satisfactory.

The next film to be made by Skirball-Manning Productions will be "Appointment In Samara," by John O'Hara, and this, too, will star Bette Davis, and work will probably not get under way before the cameras before June. As an independent producer releasing picture by picture through RKO, he averages one picture every one to two years. He thought that the independent today had to offer distributors something that they themselves had no access to, such as good stories or top talent in better yarns, and to do this it takes time, which is the reason that he makes so few pictures.

He laid great stress upon the story, which must be very good, for with a fine story the players are secondary as well as plentiful in today's market. Another reason why some distributors encourage independents is that they don't have to gamble with funds or time but rather release a package presented to them completed. "Payment On Demand" is his third picture for RKO, the others being "Bride For Sale" and "The Secret Fury."

AWARDS: Winners of the annual Christopher Awards for 1950 were announced at a reception given in their honor at the Hotel Astor by George Skouras, president, Skouras Theatres Corporation. Five awards

Verbal Argument Heard On NSS Case In Philadelphia

PHILADELPHIA—Verbal argument on a motion for summary judgment by the plaintiffs in the independent poster companies vs National Screen Service Company suit and eight major distributors was heard last week before U. S. District Court Judge James P. McGranery.

Louis Nizer and Walter Beck, represented NSS; Earl G. Harrison, all of the distributors, except Warners, and Louis Goffman, Warners. William A. Gray, Edward Anderson, Victor H. Blanc, represented the plaintiffs.

It was agreed by stipulation with the judge, who had to leave for Florida, that usual verbal rebuttal be put in written form with a month's time being given for this purpose.

The judge, at one point, asked the plaintiff's counsel if a similar suit or complaint had not been filed with the government, and this was admitted, as well as the fact that the Department of Justice was investigating.

of \$5,000 each were presented by Father James Keller, and two of these went to industryites, Lamar Trotti, for his motion picture script, "Cheaper By The Dozen," produced by 20th Century-Fox, and to Frances Goodrich and Albert Hackett for their script of "Father Of The Bride," MGM release.

Skouras introduced Father Keller to a large gathering of press representatives, who, in turn, related the background of The Christophers, which was started in 1945 to make a better world, and bring spiritual truth into various fields of education, government, newspapers, magazines, books, movies, radio, and television as well as the labor management field. There are no meetings, no membership, and no dues. Once a month, some 300,000 to 400,000 individuals of all faiths and religions receive the Christopher Notes, dealing with inspirational stories of what people are doing to turn bad into good.

THE METROPOLITAN SCENE: Our congrats are to be added to the many others that Monroe Goodman, executive assistant to A. W. Schwalberg, Paramount, has received upon his engagement to Mrs. Ruth Peyser. He's a good man. . . . "Tales Of Hoffman," Technicolor production to be released here by Lopert, bows here via a gala benefit performance for the American Red Cross at the Metropolitan Opera House on April 1. It goes into the Bijou following "Cyrano." . . . Last week, saw the RKO Lincoln, Trenton, N. J., feature SRO for the single performance of the Ballet Russe de Monte Carlo. All tickets were gone a week prior to the opening. This is in keeping with the circuit's desire to experiment on boxoffice hypo methods. . . . Paramount is plugging "September Affair" via the Walter Huston recording of "September Song," which goes out to radio stations, etc. . . . More real neighborliness was evidenced when "The Mat-ing Season" was shown at the winter meeting of the Columbia University Journalism Alumni Association at which Si Seadler, advertising manager, MGM, was master of ceremonies. The film and its star, Thelma Ritter, who was present, were lauded not only by Seadler but by Len

Business Spotty In B'way Sector

NEW YORK—Business in the Broadway first-runs was either very good or very bad, with the public evidently show shopping last week. According to usually reliable information reaching EXHIBITOR, the breakdown was as follows:

"OPERATION PACIFIC" (WB). Strand, with stage show, claimed \$15,000 for Friday, Saturday, and Sunday, with the third week expected to tally \$29,000.

"THE SECOND WOMAN" (UA). Rivoli claimed \$12,000 for the third and last week.

"AT WAR WITH THE ARMY" (Para.). Paramount, with stage show, was heading for \$53,000 on the fourth, and last, week.

"CALL ME MISTER" (20th-Fox). Roxy, with Danny Kaye heading the stage show, took in \$65,000 from Wednesday through Sunday, with nine days of the third week sure to tally \$107,000.

"PAYMENT ON DEMAND" (RKO). Radio City Music Hall, with stage show, grossed \$85,000 from Thursday through Sunday, with the first week heading toward \$130,000.

"FRENCHIE" (U-I). Criterion claimed \$8,000 for the last five days of the second week.

"SUGARFOOT" (WB). Globe expected the last five days of the second week to tally \$7,500.

"BORN YESTERDAY" (Col.). Victoria expected the eighth week to tally \$24,000.

"HARVEY" (U-I). Astor expected the ninth week to go to \$12,000.

"TOMAHAWK" (U-I). Loew's State expected the opening week to tally \$28,000.

"VENGEANCE VALLEY" (MGM). Capitol, with stage show, claimed a \$43,000 opening week.

Spinrad, alumni officer and Warner publicist. . . . U-I's exploitation head Charlie Simonelli was off for Indianapolis. . . . The Mystery Writers of America are looking at "The 13th Letter" opening at the Rivoli. . . . U-I eastern publicity manager Phil Gerard is spending a week in Florida. . . . That new year book on forthcoming Lux releases is a masterpiece. . . . U-I exploiteer Jerry Evans was in Syracuse, N. Y., with Jack Carson for the opening of "The Groom Wore Spurs." . . . Joseph Slevin has been named head, British Information Services publicity section for films, replacing Mrs. Grete Tebbitt, who resigned. We understand that British shorts have been going so well here that the profits are paying for one-ninth of the cost of the BIS in the United States. . . . 20th Century-Fox is planning a film on John D. Rockefeller, and biographer Martin Abramson is doing the research. . . . Arthur Brilant is once again handling trades at RKO in addition to his tie-ups while Bob Bochnel concentrates on newspapers. . . . Paula Seligman, formerly with the Paramount and Republic story departments and presently publicity and free-lance writing assignments, authored a second article for the February issue of the Writer's Journal on writing for the screen. . . . Leon Bamberger, RKO sales promotion manager, came through with a good gimmick, judgment papers on "Payment On Demand." We'll bet that exhibs who received it read it through. . . . An okeh pressbook is out on "The Great Missouri Raid."

Pickman Elevated To Top Para. Ad Post

NEW YORK—Barney Balaban, president, Paramount Pictures Corporation, last week, announced the appointment of Jerome Pickman as acting national director of advertising, publicity, and exploitation.

Pickman was elevated to his present appointment from the post of assistant national director of advertising, publicity, and exploitation for Paramount. He joined the company in April, 1949, as director of exhibitor relations, and was promoted to the assistant director position in August.

He entered the industry in 1944, and has been successively, executive administrator to Hal Horne at 20th-Fox; executive in charge of promotion for the David O. Selznick Organization, and publicity manager and later assistant national director of advertising, publicity, and exploitation, ELC.

He is 34, a native New Yorker, and a graduate of college and law school, and popular in the trade.

Sid Blumenstock, Paramount advertising manager, will assume added responsibilities, it is understood, and eventually an assistant to Pickman will be named.

Balaban Sells 40,000 Shares

WASHINGTON—The Securities and Exchange Commission report of transactions between Dec. 11 and Jan. 10 last week listed the sale of 40,000 shares of Paramount by Paramount President Barney Balaban, who retained his options on the same number of shares.

Acquisition of common stock options under the United Paramount Theatres stock option plan was reported as follows: James L. Brown, 1,500; Walter W. Gross, 12,500; Edward L. Hyman, 12,500; Robert H. O'Brien, 12,500; Simon B. Siegel, 5,000, and Robert M. Weitman, 12,500. Included in other transactions is the sale of 2,000 Paramount common shares, with the retention of 7,605 shares by Maurice Newton. Jack Cohn sold 2,300 shares of Columbia common, retaining 43,624, and trusts in which he holds an interest bought 600 shares, bringing his total holdings to 21,557. A. Montague reduced his holding of Columbia common to 6,667, plus 10,426 warrants for common, with the sale of 600 shares. John G. Eidell lowered his U-I common holdings to 6,475 shares with the sale of 525 shares.

TOA Reviewing Group Named

NEW YORK—A nine-man committee to serve as TOA's national film reviewing body for the coming year was named last week, with the chairman R. B. Wilby, Atlanta. Comprising the group are Robert Weitman and Sam Rosen, New York; Tom Edwards, Farmington, Mo.; O. N. Srere, Los Angeles; Al Clarke, Providence, R. I.; Al Pickus, Stratford, Conn.; Dale Danielson, Russell, Kans., and Kermit Stengel, Nashville, Tenn.

It's A Girl

HOLLYWOOD—A daughter, weighing seven pounds, 13 ounces, was born last week to Mr. and Mrs. Robert L. Jacks at the Hollywood Presbyterian Hospital. Mrs. Jacks is the former Darrylin Zanuck, daughter of Mr. and Mrs. Darryl F. Zanuck. Jacks is associated with 20th Century-Fox.

SWG Announces Deals With Coast Studios

HOLLYWOOD—A compromise settlement of the question of separation of motion picture rights from dramatic, radio, or publication rights was among the agreements reached by SWG and AMPP last week after more than year's discussion. It was agreed that producers wishing to acquire dramatic, radio, or publication rights to original stories will bargain separately for each right. Discussion of television rights was set aside.

It was further announced in a joint statement by SWG President Karl Tunberg and Charles Boren, AMPP vice-president in charge of labor relations, that the writers and studios reached agreement on all other major issues, including television, a no-strike provision, 100 per cent Guild shop, advertising billing, and pay minimums.

Films In Uruguay On Festival

NEW YORK—Member companies of the Motion Picture Association will enter 10 features in the International Film Festival to be held Feb. 15-March 5 at Punta del Este, Uruguay, it was announced by John G. McCarthy, MPAA vice-president in charge of International Affairs, last week.

Entries include "Valentino" (Columbia); "Intruder In The Dust" (MGM); "Sunset Boulevard" (Paramount); "Sands Of Iwo Jima" (Republic); "Our Very Own" (RKO); "Treasure Island" (RKO); "Halls Of Montezuma" (20th Century-Fox); "Cyrano de Bergerac" (United Artists); "Harvey" (U-I), and "The Breaking Point" (Warners).

Among the films that will vie for honors in the short subjects and special categories are: "Beaver Valley" (RKO); "Trading Post" (RKO); "Of Men And Music" (20th Century-Fox); "Gerald McBoing Boing" (Columbia), and U-I's "Thundering Rails" and "Fun At The Zoo."

Peyser-Goodman

NEW YORK—Monroe R. Goodman, executive assistant to A. W. Schwalberg, president, Paramount Film Distributing Corporation, last week announced his engagement to Mrs. Ruth Peyser, daughter of Mr. and Mrs. Maxwell C. Katz. An alumnus of New York University, Goodman has been with the Paramount organization for 21 years.

Green Presides At NTS Meeting

CLEVELAND—President Walter E. Green presided last fortnight at the National Theatre Supply Company district meeting at the Hollenden Hotel, attended by the personnel of six branch offices, manufacturers' representatives, and NTS executives, including J. W. Servies, district supervisor, in charge of the program.

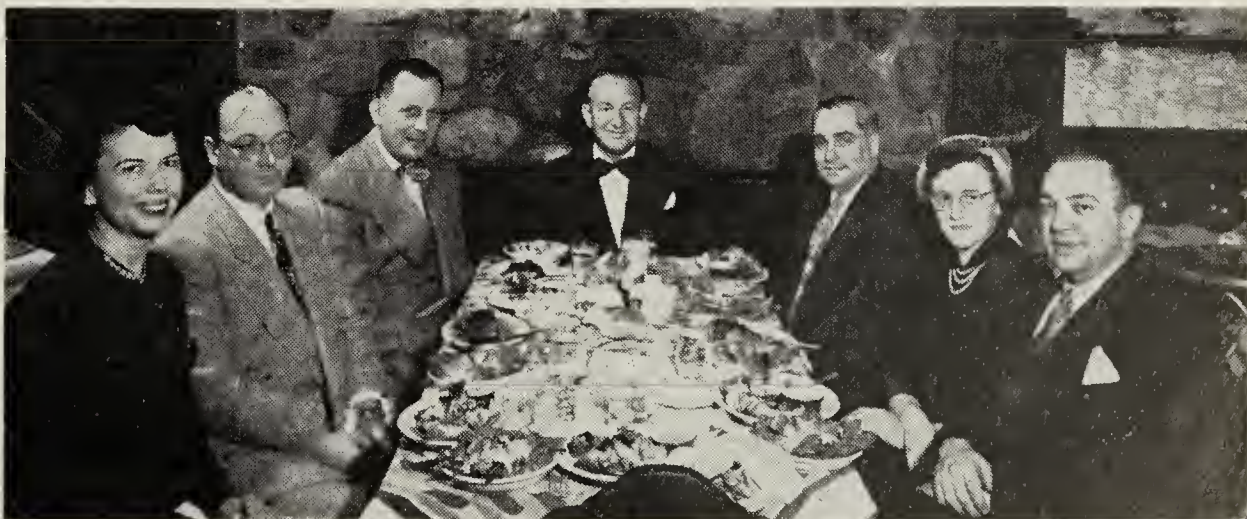
The six offices and their personnel present were: Cleveland—F. J. Masek, manager; E. M. King, G. J. Kruger; Cincinnati—J. H. Kelley, manager; J. A. Conn, J. W. Knoop, Jr.; Indianapolis—B. N. Peterson, manager; Wilbur Smith, C. E. Newcomb, J. F. Bommerschein; Detroit—C. Williamson, manager; L. H. Burmesier, S. A. Carpenter; Pittsburgh—N. F. Williams, manager; W. G. Milwain, H. V. Russell, and Buffalo—V. G. Sandford, manager, and G. H. George.

Opening session was devoted to presentation by President Green of a new company sales policy, and later new equipment was shown for the first time. The sales policy and new equipment will not be made public until all district meetings are concluded.

In event of rationing of carbon, there will be enough for the theatres for continued operation, D. B. Joy, National Carbon division, told those assembled. Home office executives present, in addition to President Green and district supervisor Servies, were J. E. Currie, drive-in department manager; W. J. Turnbull, sales promotion manager, and J. S. Goshorn, manager, theatre seating department. Manufacturers' representatives were, in addition to Joy, A. E. Meyer, vice-president, International Projector Company; H. P. Niemann, president, Hertner Electric Company; J. M. Sims, commercial manager, General Precision Laboratory, and W. C. Stober, general sales manager, General Register Corporation, who put on display for the first time a new type ticket register.

Mace On Gov't Mission

NEW YORK—F. Borden Mace, president, RD-DR Corporation, departed last week for Rangoon, Burma, as motion picture advisor to the U. S. Special Technical and Economic Mission in that country. He will consult with leading Burmese educators, government officials, and native studio heads to plan a film program for the relatively new republic.



Pictured at a recent luncheon in Milwaukee is the Allied of Wisconsin screening committee, from left, Miss Irene Preston, staff secretary; Dick Sager, buyer, Unity Theatres; Harold Pearson, AITO executive secretary; B. Marcus, AITO head, exhibitor A. Provinzano, Mrs. Sager, and J. Strothers, S and M Theatres.

U-I's smash War Comedy "Up Front"

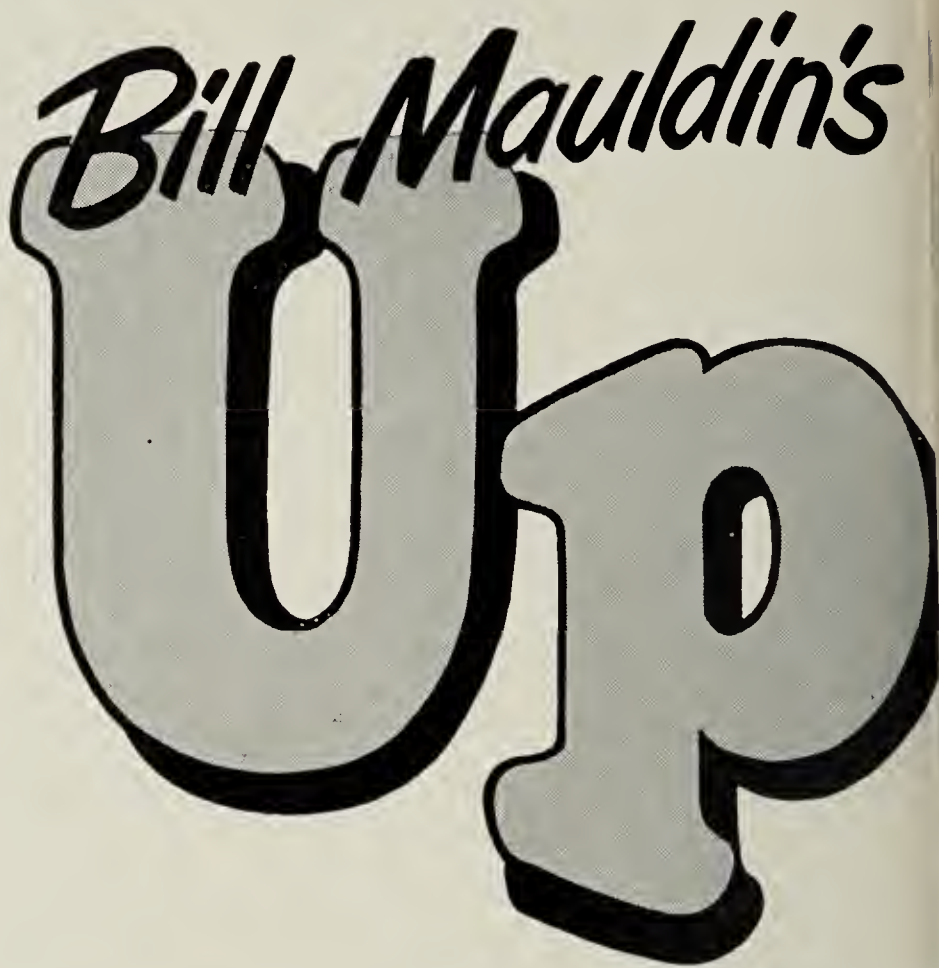
WILL BE THE FIRST
PICTURE ACTUALLY TO
LIST THEATRE NAMES
IN NATIONAL MAGAZINE
ADVERTISING!

All key-city
playdates in April
will be listed in this
ad which will appear
in LIFE (April 6)
SAT EVE. POST (April 4)
before a readership
of over 30,000,000!*

Another great U-I
Showmanship
FIRST!

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These Theatres from Coast to Coast will be playin'
'Up Front' during the Month of April!

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Screenplay by STANLEY ROBERTS

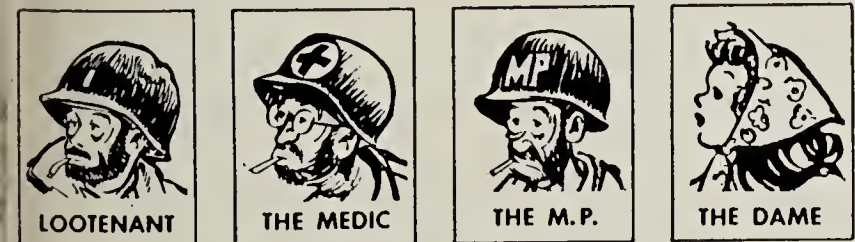
THE FUNNIEST BOOK TO COME OUT OF THE WAR

Front

NOW A HILARIOUS MOTION PICTURE !

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If your favorite theatre is not listed here, ask
the manager when he will be playing "Up Front"



Starring
DAVID WAYNE as *"JOE"*
TOM EWELL as *"WILLIE"*

with
MARINA BERTI • JEFFREY LYNN • RICHARD EGAN

Produced by LEONARD GOLDSTEIN • Directed by ALEXANDER HALL • A UNIVERSAL-INTERNATIONAL PICTURE

"Eve", "Boulevard" Top Awards Contenders

HOLLYWOOD—"All About Eve," 20th-Fox; "Born Yesterday," Columbia; "Father Of The Bride," MGM; "King Solomon's Mines," MGM, and "Sunset Boulevard," Paramount, were nominated last week for top 1950 Academy Awards honors.

Other nominations follow:

Best actress: Ann Baxter and Bette Davis, "All About Eve"; "Judy Holliday," "Born Yesterday"; Eleanor Parker, "Caged"; and Gloria Swanson, "Sunset Boulevard."

Best supporting actress: Hope Emerson, "Caged"; Celeste Holm, "All About Eve"; Josephine Hull, "Harvey"; Nancy Olsen, "Sunset Boulevard"; and Thelma Ritter, "All About Eve."

Best actor: Louis Calhern, "The Magnificent Yankee"; Jose Ferrer, "Cyrano de Bergerac"; William Holden, "Sunset Boulevard"; James Stewart, "Harvey"; and Spencer Tracey, "Father Of The Bride."

Best supporting actor: Jeff Chandler, "Broken Arrow"; Edmund Gwenn, "Mister 880"; Sam Jaffe, "The Asphalt Jungle"; George Sanders, "All About Eve"; and Erich Von Stroheim, "Sunset Boulevard."

Best director: Joseph L. Mankiewicz, "All About Eve"; John Huston, "The Asphalt Jungle"; George Zukor, "Born Yesterday"; Billy Wilder, "Sunset Boulevard"; and Carol Reed, "The Third Man."

Best achievement in black-and-white art direction: "All About Eve" (20th-Fox), Lyle Wheeler and George W. Davis; set decoration: Thomas Little and Walter M. Scott; "The Red Danube" (MGM), Cedric Gibbons and Hans Peters; set decoration: Edwin B. Willis and Hugh Hunt; "Sunset Boulevard" (Para.), Hans Dreier and John Meehan; set decoration: Sam Comer and Ray Moyer.

Best achievement in color art direction: "Annie Get Your Gun" (MGM), Cedric Gibbons and Paul Groesse; set decoration: Edwin B. Willis and Richard A. Pfefferle; "Destination Moon" (Pal-ELC), Ernest Fegte; set direction: George Sawley; "Samson And Delilah" (Para.), Hans Dreier and Walter Tyler; set decoration: Sam Comer and Ray Moyer.

Best achievement in black-and-white cinematography: "All About Eve" (20th-Fox), photographed by Milton Krasner; "The Asphalt Jungle" (MGM), photographed by Harold Rosson; "The Furies" (Paramount), photographed by Victor Milner; "Sunset Boulevard" (Paramount), photographed by John F. Seitz; "The Third Man" (SRO-London), photographed by Robert Krasker.

Best achievement in color cinematography: "Annie Get Your Gun" (MGM), photographed by Charles Rosher; "Broken Arrow" (20th-Fox), photographed by Ernest Palmer; "The Flame And The Arrow" (WB-Norma), photographed by Ernest Haller; "King Solomon's Mines" (MGM), photographed by Robert Surtees; "Samson And Delilah" (Para.), photographed by George Barnes.

Best achievement in black-and-white costume design: "All About Eve" (20th-Fox), Edith Head and Charles Lemaire; "Born Yesterday" (Col.), Jean Louis; "The Magnificent Yankee" (MGM), Walter Plunkett.

Best achievement in color costume design: "The Black Rose" (20th-Fox), Michael Whittaker; "Samson And Delilah" (Para.), Edith Head, Dorothy Jeakins, Elois Jenssen, Gile Steel, and Gwen Wake-ling; "That Forsyte Woman" (MGM), Walter Plunkett and Valles.



With producers Jerry Wald, left, and Norman Krasna, Jane Wyman is glimpsed on the coast as she recently checked over the script of "The Blue Veil," which the new producing team will turn out as a Wyman starrer for RKO release.

Feature (documentary): "The Titan: Story Of Michelangelo" (Michelangelo Company, Classics Pictures, Inc., Robert Snyder, producer; "With These Hands" (Promotional Films, Inc., Jack Arnold and Lee Goodman, producers).

Distinctive achievement in documentary production: short subjects: "The Fight: Science Against Cancer," (National Film Board of Canada); "The Stairs," (Film Documents, Inc.); "Why Korea?" (Fox Movietone).

Best achievement in film editing: "All About Eve" (20th-Fox), Barbara McLean; "Annie Get Your Gun" (MGM), James E. Newcom; "King Solomon's Mines" (MGM), Ralph Winters and Conrad Nervig; "Sunset Boulevard" (Para.), Arthur Schmidt and Doane Harrison; "The Third Man" (SRO-London), Oswald Hafenrichter.

Best scoring of a musical picture: "Annie Get Your Gun" (MGM), Alfred Newman; "The Flame And The Arrow" (WB-Norma), Max Steiner; "No Sad Songs For Me" (Col.), George Duning; "Samson And Delilah" (Para.), Victor Young; "Sunset Boulevard" (Para.), Franz Waxman.

Best achievement in short subjects: Cartoons: "Gerald McBoing-Boing" (UPA-Col.), Stephen Bosustow, producer; "Jerry's Cousin" (MGM), Fred Quimby, producer; "Trouble Indemnity" (UPA-Col.), Stephen Bosustow, producer.

One-reel: "Blaze Busters" (Warners), Robert Youngson, producer; "Grandad Of Races" (Warners), Gordon Hollingshead, producer; "Wrong Way Butch" (MGM), Pete Smith, producer.

Two-reel: "Grandma Moses" (Falcon-AF), "Beaver Valley" (Disney-RKO), Walt Disney, producer; "My Country 'Tis Of Thee" (Warners), Gordon Hollingshead, producer.

Best achievement by a studio sound department: "All About Eve" (20th-Fox); "Cinderella" (Disney-RKO); "Louisa" (U-I); "Our Very Own" (Goldwyn-RKO); "Tio" (J. Arthur Rank, Sydney Box-Para.-British).

Best achievement in special effects: "Destination Moon" (Pal-ELC); "Samson And Delilah" (Para.).

Best motion picture story: "Bitter Rice" (Lux-Italian), story by Giuseppe De Santis and Carlo Lizzani; "The Gunfighter" (20th-Fox), story by William Bowers and Andre De Toth; "Mystery Street" (MGM), story by Leonard Spigelgass; "Panic In The Streets" (20th-Fox), story by Edna and Edward Anhalt; "When Willie Comes Marching Home" (20th-Fox), story by S. Gomberg.

Best screen play: "All About Eve" (20th-Fox), by Joseph L. Mankiewicz; "The Asphalt Jungle" (MGM), by Ben Maddow and John Huston; "Born Yesterday" (Col.), by Albert Mannheimer; "Broken Arrow" (20th-Fox), by Michael

"Miracle" Banned By New York Regents

NEW YORK—Acting in Albany, the New York Board of Regents last week invoked a statewide ban against the Italian film, "The Miracle," on the ground that it is "sacrilegious." The regents said the picture took sacred beliefs "set forth in both the Protestant and Catholic versions of the Bible, and associated it with drunkenness, seduction, mockery, and lewdness."

In an unprecedented action, the regents also ordered the license of the motion picture revoked.

"The Miracle," a Roberto Rossellini production, has been running at the Paris. Francis Cardinal Spellman, Roman Catholic Archbishop of New York, condemned the picture.

Meanwhile, locally, a scheduled two-day showing of the Italian prize-winning film, "The Bicycle Thief," was cancelled from a Queens theatre after the local council of the Knights of Columbus marched on the movie house, and objected that the movie "glorifies a thief."

The film is distributed by Joseph Burstyn, Inc., also the American distributor of "The Miracle."

However, the Catholic Legion of Decency has given "The Bicycle Thief" a "B" rating, signifying that it was "objectionable in part."

The picture was booked into the New Ozone Park, Queens. The owner-manager, Frank Gelber, advertised the performances for a week. The group spoke to Frank Cerniglia, night manager, advising him that unless the picture was withdrawn they would "picket the theatre, and see that you close up." Carniglia got in touch with the owner, who promptly agreed to make a substitution.

Beznor In NY On Contracts

NEW YORK—David Beznor, general counsel, Colosseum of Motion Picture Salesmen, was in last week to meet with distributors to discuss plans for early negotiations for a new contract, and to adjust individual problems with distributors. He was also investigating the UA contract status with Colosseum.

Notices to negotiate new contracts were sent to all major distributors, Republic, ELC, and Monogram.

Blankfort; "Father Of The Bride" (MGM), by Frances Goodrich and Albert Hackett.

Best story and screen play: "Adam's Rib" (MGM), by Ruth Gordon and Garson Kanin; "Caged" (Warners), by Virginia Kellogg and Bernard C. Schoenfeld; "The Men" (Kramer-UA), by Carl Foreman; "No Way Out" (20th-Fox), by Joseph L. Mankiewicz and Lester Samuels; "Sunset Boulevard" (Para.), by Charles Brackett, Billy Wilder, and D. M. Marshman, Jr.

Best Songs: "Be My Love," from "The Toast Of New Orleans" (MGM), music by Nicholas Brodsky, lyrics by Sammy Kahn; "Bibbidi-Bobbidi-Boo," from "Cinderella" (Disney-RKO), music and lyrics by Mack David, Al Hoffman, and Jerry Livingston; "Mona Lisa," from "Captain Carey, USA," (Para.), music and lyrics by Ray Evans and Jay Livingston; "Mule Train," from "Singing Guns" (Republic), music and lyrics by Fred Glickman, Hy Heath, and Johnny Lange; "Wilhelmina," from "Wabash Avenue" (20th-Fox), music by Josef Myrow, lyrics by Mack Gordon.

The awards will be announced on March 29.

This Was The Week When . . .

Pathe Industries, Inc., announced the sale to Flamingo Films, Inc., of all residual rights to 19 productions, released in 1946 and 1947. . . . John Derek, Faith Domergue, Joan Fontaine, June Haver, Florence Marly, Ricardo Montalban, Elizabeth Scott, and Marta Toren were announced as those attending the International Film Festival in Uruguay. . . . Westrex Corporation revealed 14 new motion picture and disk recording license agreements. . . . "March Of Time Through The Years", new weekly TV show produced by "The March of Time", was set, starting on Feb. 23.

A luncheon was given at MGM, Culver City, to Pete Smith, to celebrate the beginning of his 21st year as producer-narrator of "Pete Smith Specialties." . . . 20th-Fox announced a tieup with the Matson Navigation Company to promote "Bird Of Paradise."

MGM announced the world premiere of "Across The Wide Missouri" at Loew's Midland, Kansas City, and the State, St. Louis, on March 23. . . . U-I held the world bow of "Bedtime For Bonzo" at the Circle, Indianapolis.

National Theatres Execs. Hold Meeting

LOS ANGELES—A three-day program with an agenda dedicated to an analysis and round table discussion of stimulating business at the boxoffice was the keynote of the annual district managers and division presidents' conference of National Theatres this week at the Los Angeles home offices.

One of the major topics was to be a report on the new Swiss direct-projection television development which Charles P. Skouras, president, flew to Zurich to survey. Every division of NT was represented, with 70 of the circuit's presidents, district managers, films buyers, bookers, real estate, advertising-publicity, merchandising, and purchasing department heads in. Another highly important topic on Skouras' agenda was a discussion of the role NT intends to assume in the national emergency. Other topics included the current boxoffice situation, admission prices, giveaways, expense and budget control, staff courtesy, etc.

Phonevision Using Trailers

CHICAGO—Phonevision test families, as well as all TV set owners in the area, now can see four trailers of coming features scheduled by Zenith Radio Corporation in 15-minute periods before each of the three daily Phonevision test transmissions, it was learned last week.

Bonafield, Travers Named

NEW YORK—Jay Bonafield was elected executive vice-president and Douglas Travers was named vice-president in charge of production, RKO Pathe, it was announced last week by RKO President Ned E. Depinet.

U-I Announces Innovation In National Mag. Listings

NEW YORK—David A. Lipton, U-I vice-president in charge of advertising and publicity, disclosed last week that the company, for the first time, will incorporate in its national magazine advertising lists of theatres in key cities that play a particular picture.

The picture selected for the innovation is Bill Mauldin's "Up Front," to be placed in general release in April.

In making the announcement, Lipton pointed out that the idea was not new except in its application to motion picture selling. Proper timing is a necessity and, consequently, only the theatres booking "Up Front" close to the appearance date of the ads can be listed. At the same time, the pre-selling power of national advertising remains, as always, to benefit later playdates.

Lipton further pointed out that the elaborate pre-planning and booking necessary to the success of such advertising on a national scale can only be carried out under a closely allied sales and advertising department operation such as now exists at U-I.

No "Twist" Decision Reached

NEW YORK—The MPAA board last week failed to take action on granting a Production Code seal to ELC's "Oliver Twist" on the basis of suggested eliminations. Another meeting is due this week.

A report on the film conservation problem was given by Joyce O'Hara.

Wald, Krasna Set Complete Schedule

HOLLYWOOD—Screen plays representing one-fifth of their \$50,000,000, five-year production program at RKO have been completed, and are being scheduled for 1951 filming, producers Jerry Wald and Norman Krasna reported to Howard Hughes, managing director, production, last week.

Twelve scripts, all but two of them screen originals, comprise the present lineup. Budgeted at \$10,000,000, they become the first of Wald and Krasna's 60-picture slate to go before cameras.

The production chart with starting dates is as follows: "The Blue Veil", March 12; "Strike A Match", March 26; "Behave Yourself", April 1; "Clash By Night", April 23; "Cowpoke", May 1; "The USO Story", May; "Girls Wanted", June; "Size 12", June; "The Harder They Fall", July; "I Married A Woman", August; "All The Beautiful Girls", September, and "Exclusive Model", October.

The Service Kit Is the Season's Hit.

Trotti Receives Award

NEW YORK—The famed Christopher Awards, given annually for distinguished contributions in the arts, singled out 20th Century-Fox writer-producer Lamar Trotti last week for his work on the company's "Cheaper By The Dozen."

Carrying with it a cash award of \$5,000, the prize was accepted for Trotti by Al Lichtman, vice-president of the company.

LOOK OUT
it's
THE THING
from Another World!

HOWARD HAWKS' Sensational MOVIE
RKO RADIO PICTURES

Ads like this are appearing in 58 National Magazines and 93 Sunday Newspaper Supplements totaling 185,761,000 circulation.

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

WB

"Lightning Strikes Twice"—Good drama.

Golden Warns On Raw Stock

HOLLYWOOD—Consumption of raw stock must be cut by five to 10 per cent if a shortage is to be averted in 1951, Nathan D. Golden, director, motion picture-photographic products division, National Production Authority, warned the industry last week at a joint meeting of major and independent producers' associations.

He said about six per cent of the expected raw stock output this year would be required by the Department of Defense, with the State Department's Voice of America program to call for another two per cent. Increase in the use of film for television transmission, now about five per cent of the total output, adds to the risk of a shortage, he pointed out.

Gov't Film Plan Clarified

WASHINGTON—Under plans set up last week the government will let the industry produce under government control as to subject and content whatever films are required by civilian defense or other official purposes. The film companies will, in turn, sell to libraries, which will resell, or rent, the 16mm. subjects. This system eliminates government investment without lessening government control of content, and scraps the old OPI method of government paying for production and print costs.

Thomas At Dryden Opening

ROCHESTER, N. Y.—Lowell Thomas, author, world traveler, and news commentator, will be chief speaker at the opening of the Dryden Theatre of George Eastman House on March 2, Oscar N. Solbert, director, photographic institute, announced last week. Thomas will make his regular coast-to-coast newscast that evening from the stage of the newly completed \$250,000 theatre. During the broadcast he will salute George Eastman and the city of Rochester.

ELC, Hyams Brothers In Deal

NEW YORK—S. L. Seidelman, general foreign manager, Eagle Lion Classics, announced last week the signing of an agreement with Eros Films, Ltd., of London for the distribution of Eagle Lion Classics' product in the United Kingdom.

Eros Films is headed by the Hyams brothers. Eros has been distributing various groups of Universal-International pictures, plus independent British product including their own.

DuPont Restores Cut

WASHINGTON—DuPont will rescind its planned 25 per cent cutback in black-and-white rawstock, and return to normal production of that film, Joyce O'Hara, MPAA vice-president was informed at a conference with DuPont officials last week.

THE TIP-OFF ON BUSINESS

(The Tip-Off on Business is a record of how pictures are doing in their playdates in various parts of the country. The ratings given the pictures (see key) are a cross section of reports received from the field, and present an analysis of various types of runs. It does not necessarily follow that the rating given constitutes the business in each individual engagement, but an honest attempt is made to present a general average. By studying the ratings, which are changed if necessary in accordance with newer information, exhibitors will be able to determine how to guide themselves in their buying and booking.—Ed.)

KEY TO "THE LITTLE MEN" RATINGS: (February 21, 1951)

Swell, topnotch, record-breaking or close to it in all types of houses.



Just fair, nothing out of the ordinary, returns about average.



Good, although not breaking the walls down, but solid returns.



Disappointing, way below the average expected, decidedly off.



The Week's Newcomers

AL JENNINGS OF OKLAHOMA (79m.) (Columbia)



CAUSE FOR ALARM (74m.) (MGM)



I'D CLIMB THE HIGHEST MOUNTAIN (81m.) (20th-Fox)



PAYMENT ON DEMAND (90m.) (RKO)



STAGE TO TUCSON, (82m.) (Columbia)



SUGARFOOT (80m.) (WB)



UNDER THE GUN (83m.) (U-I)



VENGEANCE VALLEY (82m.) (MGM)



Continuing

AT WAR WITH THE ARMY (92m.) (Paramount)



BORN YESTERDAY (103m.) (Columbia)



CALL ME MISTER (95m.) (20th-Fox)



FRENCHIE (81m.) (U-I)



GAMBLING HOUSE (80m.) (RKO)



GROUNDS FOR MARRIAGE (91m.) (MGM)



HARVEY (104m.) (U-I)



KANSAS RAIDERS (80m.) (U-I)



NEVER A DULL MOMENT (89m.) (RKO)



OPERATION DISASTER (100m.) (U-I)



OPERATION PACIFIC (110m.) (WB)



OPERATION X (100m.) (Columbia)



PREHISTORIC WOMEN (74m.) (ELC)



SEPTEMBER AFFAIR (104m.) (Paramount)



STORM WARNING (92m.) (WB)



THE COMPANY SHE KEEPS (81m.) (RKO)



THE ENFORCER (86m.) (WB)



THE FLYING MISSILE (92m.) (Columbia)



THE GREAT MANHUNT (STATE SECRET) (97½) (Columbia)



THE GREAT MISSOURI RAID (84m.) (Paramount)



THE MAGNIFICENT YANKEE (88m.) (MGM)



THE MILKMAN (87m.) (U-I)



THE MUDLARK (99m.) (20th-Fox)



THE SECOND WOMAN (90m.) (UA)



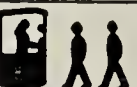
THE SOUND OF FURY (90m.) (UA)



THE STEEL HELMET (86m.) (Lippert)



THE SUN SETS AT DAWN (72m.) (ELC)



TOMAHAWK (82m.) (U-I)



VENDETTA (83m.) (RKO)



Allied Board Holds Two-Day Meeting

WASHINGTON—A resolution calling on film companies to make as many color films as possible before color television is put into general use was adopted by the Allied board at the opening session of a two-day conclave.

Regarding print shortages, the board took action to take the matter up with COMPO and the distributors.

William C. Allen, Maryland Allied, reported on RCA color television tests. While Jack Kirsch reported on Phone-vision, Wilbur Snaper discussed the Skia-tron test held by WOR-TV, New York City.

The board reelected all its top officers, mulled industry problems, and named eight representatives to the COMPO executive committee.

Returned to office were: President Truman Rembusch, Abram F. Myers, board chairman and general counsel; Charles Niles, treasurer; Irving Dollinger, secretary, and Stanley D. Kane, recording secretary. H. A. Cole was again named to head the Caravan Committee, with Rembusch and Niles selected to continue on the committee, and Leo Jones, Ohio, chosen to succeed S. E. Samuelson.

Selected as "at large" representatives to the COMPO executive committee were Rembusch, Abe Berensen, Benjamin Berger, Ray Branch, Kirsch, Nathan Yamins, and Cole.

The board authorized Myers to confer with distributors, their counsel, and "any others who have broached the matter" on subjects they consider should be arbitrated and method of arbitration. Myers emphasized that Allied would not enter into any general industry conference on arbitration for the present.

Yamins, Berger, and Snaper were named by the board to register with the film companies complaints against increased rentals at a time when theatre attendance is decreasing. The group singled out 20th-Fox as a particular source of the complaints.

Allen was appointed chairman of a committee which will discuss the results of a 14-state survey on price variance in conference with National Screen Service, and report its findings to the board at the next meeting.

The group discussed controversy over showings of "Why Korea?" and while exhibitors were advised to be alert to the danger of presenting one side of a national issue on which public opinion has not solidified, no formal action was taken.

In a discussion of TV trailers to promote theatre attractions, Myers noted that the medium is of help when time is available to reach large TV audiences, but otherwise not worthy of cooperative deals with television.

New York City was chosen by the board as meeting place in October. New Jersey Allied will host the conclave.

A meeting in Kansas City in May will place emphasis on drive-in operations.

Joe Garrison Mourned

ST. LOUIS—Film Row was saddened by the passing last fortnight of Joe Garrison, southern district manager, U-I, who died at DePaul Hospital.

Youngstein, Heineman Reported Joining UA

NEW YORK—Max E. Youngstein, who resigned his post as Paramount vice-president in charge of national advertising, exploitation, and publicity, effective on Feb. 23, was this week reported moving over to United Artists in a similar capacity and with a block of stock.

Rumors were also current that William J. Heineman, ELC sales chief, might also join UA with a stock interest.

Meanwhile, final legal details of the change of UA management were set, with Paul V. McNutt, Frank L. McNamee, and Max Kravetz reported as surrendering a stock purchase option given them in July by Mary Pickford and Charles Chaplin.

Over the weekend, Paul V. McNutt and Lloyd Wright announced that the contract for the transfer of management control of United Artists to Arthur B. Krim and his associates had been delivered out of escrow. Wright stated that Miss Mary Pickford and Charles Chaplin expressed complete satisfaction that the legal formalities had been concluded. McNutt resigned as chairman of the board, and McNamee resigned as president.

Walter E. Heller and Company of Chicago is providing ample working capital and funds for new production. Milton Gordon, vice-president, Heller Company, conducted the negotiations on behalf of the Heller Company, and will act as financial adviser to the new management. A new board will be elected at a special stockholders' meeting.

Krim wired all exchanges to the effect that the new UA management hopes to make the company bigger and better than ever. He said he expects a flow of new product, and hopes to regain the confidence of exhibitors everywhere, and added that due to ill health, Gradwell Sears will resign by the end of 1951, and that a new sales head will be announced. Krim added that this was in accordance with Sears' former plans.

Rep. Reveals TV Position

NEW YORK—Republic President, Herbert J. Yates last week indicated that his company is considering making its released films available for television, in a statement issued with Republic's annual financial report. He pointed out the AFM restrictions which keep his company's product from being used on TV, and stated, "We believe such restrictions will be removed in the not too distant future, and we will then be in a position to capitalize upon our inventory of released pictures which we believe are particularly suitable for television."

A net income of \$760,574 for the year ended on Oct. 28 was shown in the report, as compared with \$486,579 for the same period ended on Oct. 29, 1949. Gross earnings in the past fiscal year totaled \$30,310,748, compared with \$28,086,597 for the previous period.

P E O P L E

NEW YORK—Appointment of David Gould as United Artists' manager in Panama was nounced last week by Al Lowe, general manager of the foreign department. He succeeds Henry Ronge, resigned. Gould's appointment marks his return to the company after a lapse of six months.

NEW YORK—James P. O'Neill, national magazine contact, 20th Century-Fox, last week tendered his resignation to the company, it was announced by David Golding, publicity manager.

Sherman Aids Norwegians

WASHINGTON—Al Sherman, film publicity consultant, was last week appointed official film representative and distributor in the United States for all Norwegian government motion pictures. Sherman, who was decorated by King Haakon of Norway with the medal of St. Olav for services during World War II as publicity and film consultant to the Royal Norwegian Embassy, has established offices at 1612 Wisconsin Avenue, N. W., Washington, D. C., to handle this film distribution. Sherman also will supervise and negotiate the sale and rental of official Norwegian films for theatrical and television distribution, as well as for school and organization showings. Arrangements have been completed with Toby Chandler, the Film Center of Washington, for the physical handling of these films. A catalog, listing 10 titles, is available, free of charge, from Sherman or by writing the Norwegian Information Service, 3516 Massachusetts Avenue, N.W., Washington, D. C., or the Norwegian National Travel Office, 30 Rockefeller Plaza, New York.

Kronenberg In Discina Deal

NEW YORK—Arnold Jacobs, general sales manager, Discina International, announced last week the consummation of a deal with Robert I. Kronenberg, head, Manhattan Films International Corporation, Los Angeles, to represent Discina product in the territory comprising the 11 western states. The deal involves "Manon" and "Lady Paname."

Jacobs has additionally signed deals for "Manon" in 28 cities.

Cohen Named Defense Liaison

NEW YORK—Max A. Cohen, president, Cinema Circuit, is the new liaison for the New York City Office of Civil Defense and the film industry, it was announced last week by OCD director Arthur Wal-lander.

VA Praises Films' Aid

WASHINGTON—Carl R. Gray, Jr., Veterans Administrator, last week stressed the value of motion pictures in providing entertainment, raised morale, and therapeutic effects for hospitalized servicemen, as he made his annual report to Congress.

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MISCELLANEOUS

NEWSREELS

IN ALL FIVE:

New York: Dog show.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 34, No. 15) Korea: UN forces battle. Washington: Navy explains "flying saucer." State of Washington: Floods. Germany: East Berlin kids snub Red school. California: Haven for pet lion. Germany: Amputee ski star. Canada: International dog sled race.

NEWS OF THE DAY (Vol. XXII, No. 249) Korea: UN forces battle. Washington: Marshall urges army of 100,000 for Europe. Washington: Truman and Eisenhower greet European cadets. Philadelphia: American Legion's "Tide Of Toys" leaves. California: Haven for pet lion. Germany: Amputee ski star.

PARAMOUNT NEWS (No. 52) Washington: Navy explains "flying saucer." Washington: Marshall urges army of 100,000 for Europe. Sarasota, Fla.: Betty Hutton wins Photoplay magazine award. California: Haven for pet lion. New York City: Indoor track meet.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 431) Korea: UN forces battle. State of Washington: Floods. Columbia, Pa.: Ice-jammed Susquehanna. Italy: Floods. Austria: New avalanches. Leavenworth, Wash.: Ski jump. England: Motorcycle mudbath.

WARNER PATHE NEWS (Vol. 22, No. 54) Korea: UN forces battle. Washington: Navy explains "flying saucer." Columbia, Pa.: Ice-jammed Susquehanna. Lansing, Mich.: Sets \$5,000,000 fire to duck draft. Hollywood: Photoplay magazine awards. California: Haven for pet lion. New York City: Indoor track meet.

IN ALL FIVE:

"Brotherhood Week" appeal.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 34, No. 14) Korea: MacArthur's strategy. Paris: New hair styles. Atlanta: Premiere of "I'd Climb The Highest Mountain" (Atlanta only).

NEWS OF THE DAY (Vol. XXII, No. 248) Korea: Jets blast Reds. New York: Hoover talks on foreign policy. Brussels, Belgium: Carnival ball. England: Walking race. Paris, France: Girl boxers.

PARAMOUNT NEWS (No. 51) Salute to Army Nurse Corps. Australia: New three-way hat for women. San Francisco: White Russian refugees arrive. Wilkes-Barre, Pa.: Woman celebrates 113th birthday.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 430) Korea: Jets blast Reds. Paris, France: New clothes styles for men and women. New York: Golden Gloves boxing bouts. Liberal, Kans.: Pancake race.

WARNER PATHE NEWS (Vol. 22, No. 53) Las Vegas, Nev.: Atomic tests. New York: Hoover on foreign policy. New York: Remington sentenced on perjury charge. New York: Knitwear fashions. England: News from the animal kingdom. Korea: Jets blast Reds.

TELENEWS DIGEST (Vol. V, No. 7A) Las Vegas, Nev.: Atom tests. Korea: Jets blast Reds. Formosa: Chiang's men in training. Berlin, Germany: Anti-Communist protest.



In New York City, Paramount distribution head A. W. Schwalberg, second from left, congratulates Jerry Pickman on his recent appointment as acting director of national advertising, publicity, and exploitation, while looking on are E. K. O'Shea, left, vice-president, Paramount Film Distributing Corporation; Adolph Zukor, board chairman, and Paul Raibourn, vice-president in charge of planning, budgets, and television.

IN ALL FIVE:

Woodbridge, N. J.: Train disaster. Washington: GOP box supper.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 34, No. 13) Washington: President Truman greets top Boy Scouts. New York: Record transatlantic flight. Brazil: President Vargas inaugurated. Marineland, Fla.: Army tests underwater truck. Fort Lawton, Wash.: Teenage vets return from Korea. Newburgh, N. Y.: Skating championships. Palm Springs, Cal.: Annual winter rodeo.

NEWS OF THE DAY (Vol. XXII, No. 247) Brazil: President Vargas inaugurated. Washington: Truman greets Boy Scouts. Hollywood: Kathryn Grayson christens showboat replica. New York: Fire rescue climaxes Chinese festival.

PARAMOUNT NEWS (No. 50) Palo Alto, Cal.: Backyard bomb shelter. Washington: Griffis sworn in as ambassador to Spain. Truman greets Boy Scouts. Brazil: President Vargas inaugurated. Palm Springs, Cal.: Annual winter rodeo.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 429) New York: Chinese New Year celebration. Canada: Judo wrestling. Palm Springs, Cal.: Annual winter rodeo.

WARNER PATHE NEWS (Vol. 22, No. 52) Washington: Griffis named ambassador to Spain. Brazil: Vargas inaugurated as president. Washington: President Truman greets Boy Scouts. Marineland, Fla.: Army tests underwater truck. Palm Springs, Cal.: Rodeo riders. France: Bobsled championships.

TELENEWS DIGEST (Vol. V, No. 6B) Woodbridge, N. J.: Train disaster. Washington: GOP box supper. Poland: Railroads hire women. Italy: Viareggio carnival. Paris: Models show new hat styles. Sweden: Boys get permanent waves. Roundup: Railroad strike collapses.

Marathon Files Suit

NEW YORK—Decision was reserved last week by State Supreme Court Justice Samuel Hofstadter on a motion by Marathon Pictures to examine ELC executives W. C. MacMillen, Jr., W. J. Heineman, and D. J. Malamed in connection with an alleged breach of contract action. The plaintiff alleges that the defendant companies, PRC Corporation, Eagle Lion Films, ELC, and Pathe Industries, failed to advertise and promote properly "Open Secret And Close-Up."

Myers Optimistic In Annual Report

WASHINGTON—Abram F. Myers, National Allied general counsel, last week placed before the Allied board of directors his annual report which carried a note of optimism while recognizing present and future problems. Business was pictured as improved, mainly because of better product and divestiture proceedings, which "put producers on their toes."

Myers described publicly expressed fear of television as doing serious harm to the industry, and said "far too much credit for the movies' present distress has been attributed to television." He cited installment payments on durable goods as making inroads on family movie budgets. "Supercilious reviewers" were scored for discouraging prospective patrons from attending pictures they would see ordinarily, and Myers said exhibitors would be justified in protesting to publishers against flagrantly unfair reviews.

He outlined the role of the industry as a military and homefront morale builder, and reported how Allied fought against CDA plans to close theatres in event of threatened air attacks.

"One of the contributing causes of our present distress is over-expansion," Myers' report pointed out, and expressed the hope that while the present construction ban is in effect, increased patronage will make use of available facilities. Myers warned that defense controls will be extended in all phases of the economy, affecting competing media as well. He declared that Phonevision and Skiatron must be taxed with levies comparable to admissions taxes if they become competitors.

On the matter of theatre television, "Allied will oppose any disposition by the FCC to confer a monopoly on a few big city first-runs, and deny television to others," the report declared. Myers said that "Allied's policy will remain as always, to cooperate with other branches of the industry in all matters where there is a common interest and so long as our members are fully protected; to fight at the drop of a hat whenever our members are threatened from any quarter."

Phonevision List Revealed

CHICAGO—Phonevision's schedule for the eighth week, Feb. 18-24, included: RKO's "From This Day Forward", MGM's "The Arnelo Affair"; RKO's "The Spanish Main", Paramount's "Desert Fury", "Warners' "The Victor", RKO's "Mexican Spitfire", RKO's "The Bishop's Wife", ELC's "The Scar", and Warners' "Deep Valley."

Hughes' Limit Extended

NEW YORK—A three-man statutory court last week gave Howard Hughes a time limit of three years, effective immediately, to sell his RKO Theatres Corporation interests, and set a two-year limit in which the trustees must sell the holdings if Hughes fails to complete the transaction.

Cinecolor Officers Reelected

HOLLYWOOD—John D. Kerr was last week reelected president, Cinecolor Corporation, at a meeting of stockholders. All other officers and board members were also reelected.

The Editor Speaks

At Paramount Studios one day, we were invited to sit down to witness what was proclaimed to be the best plug ever given a motion picture by a television show.



PAUL MANNING

With this happy prospect in view, we were all eager to sit still for some of the "jump pictures." The film to be plugged was Paramount's Bing Crosby starrer, "Mr. Music," and the plugger was another crooner, Frankie Sinatra. His half-hour video show had been kinescoped in the east, and we

were witnessing the show before it was kinescoped to the west coast viewing area. To be sure, the plug given "Mr. Music" was great, but the disturbing item was the thought that this poorly produced show, of a quality which would have been rejected by motion picture audiences even in the early days of "The Birth Of A Nation," can be responsible for the drop in movie attendance, as so many reports have it.

ANY sensible person, whether in television or motion pictures, will concede that a wedding must come some day, and also that there is a world of potential selling power for motion pictures in television. This is undeniable.

THE TRICK then would be for the motion picture industry to acquire key television stations, as many newspaper chains are doing at this very moment. Then we could plug our pictures as they have never been plugged before. Newspapers have used radio to great personal advantage and are now repeating solidly with television. Why are we, a giant industry, so far behind in this vital, life-saving operation?

Paul Manning

Studia Survey appears every fourth Wednesday as a regular EXHIBITOR special feature department. The section is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to its editorial contents should be directed to Paul Manning, 9628 Cresta Drive, Los Angeles 35, California. For other information, please address EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing offices: 1225 Vine Street, Philadelphia 7, Pennsylvania. New York Office: 1600 Broadway, New York 19, New York. Representatives may be found in every United States film center.

STUDIO SURVEY

Paul Manning, editorial director

Vol. 4, No. 3

February 21, 1951

STUDIO SURVEY

Exhibitor Laurel Awards Nomination

MGM's

"ROYAL WEDDING"

starring

FRED ASTAIRE and JANE POWELL

and co-starring

PETER LAWFORD, SARAH CHURCHILL, KEENAN WYNN
with ALBERT SHARPE

Produced by Arthur Freed. Directed by Stanley Donen. Story and screen play by Alan Jay Lerner. Color by Technicolor.

20th CENTURY-FOX's

"I'D CLIMB THE HIGHEST MOUNTAIN"

starring

SUSAN HAYWARD and WILLIAM LUNDIGAN

with

RORY CALHOUN
BARBARA BATES, GENE LOCKHART, LYNN BARI, RUTH DONNELLY,
KATHLEEN LOCKHART

Produced by Lamar Trotti. Directed by Henry King. Screen play by Lamar Trotti from a novel by Corra Harris. Color by Technicolor.

COLUMBIA's

"VALENTINO"

starring

ELEANOR PARKER

with

RICHARD CARLSON, PATRICIA MEDINA, JOSEPH CALLEIA,
LLOYD GOUGH, DONA DRAKE

and introducing

ANTHONY DEXTER

Produced by Edward Small. Directed by Lewis Allen. Written by George Bruce. Color by Technicolor.

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EXHIBITOR

A PLAN FROM GEORGE SIDNEY

The Possessor Of One Of Hollywood's Best Records Offers
A Thought For An Interchange Of Ideas In The Trade

WHETHER in an airliner high above the storm clouds, on a glittering set in Hollywood, or off in search of a Mississippi steamboat to play a part in his latest for MGM, "Showboat" director George Sidney thinks of only one thing, to make pictures that tell stories. Always in open competition with the \$25,000 camera which grinds out the films he directs, Sidney, a camera enthusiast, never leaves his own tiny camera very far from reach. This active object has given the world some of the most interesting camera shots ever taken by an amateur photographer. Recently, while traveling along the Father of the Waters to find a side-wheeler to use in "Showboat," he collected with his curious lens a masterful collection of photos which will soon be published by a leading national magazine.

GEORGE SIDNEY is one of the most affable fellows in Hollywood, and his office has always been a haven of interest for members of the fourth estate. His roundness of physical form is in sharp contrast to the pin points with which he spears his philosophy into discussions concerning the making of motion pictures. And were we to take any of the Sidney-directed pictures into our finder, we would all readily agree that these pin points were decidedly well-aimed. A few of these bullseyes have been "Anchors Aweigh", "The Harvey Girls", "Holiday In Mexico", "The Three Musketeers", and "Annie Get Your Gun." With "Showboat" now being scored and edited, he is directing his attention to the filming of the classic "Scaramouche."

THE OTHER DAY Sidney and I were lunching at Romanoff's. Between tossing salads we tossed about a few pertinent ideas. He is an avid exhibitor fan, and I do mean that honestly. Coming from a family of theatrical people, his father being Louis K. Sidney who formerly managed several large New York houses and now holds a top studio executive position in Hollywood, he, naturally, was impressed at a very early age of the importance of the role played by the exhibitor in this business. He gave me a whale of an idea, which I am taking the opportunity of passing on to you, exhibitors of the nation. It is in connection with our LAUREL AWARDS poll to choose the Top-Liners of 1950 in all branches of production. George Sidney has a solid entry in "Annie Get Your Gun."

SAYS SIDNEY, "This LAUREL AWARDS poll is a great piece of interindustry good will, and is deserving of every bit of stuff you can swing with its potential lever. Why don't you gather together a group of exhibitors interested in meeting us Hollywood people on our home grounds for an open forum on what's right or what's wrong with the business as it stands today? When the results of the LAUREL AWARDS poll are announced, you will have some of the top producers, directors, players, etc., on deck here in Hollywood for presentation of the plaques. What a wonderful opportunity of bringing here for this presentation those exhibitors who are the rightful backbone of the business for a real let-your-hair-down series of talks. Whether I am lucky enough to get



GEORGE SIDNEY

in on these awards or not is not the point. The principal thought is to get these guys together in an atmosphere of achievement, in an atmosphere conducive to the formulation of plans for a bigger and better movie season."

THIS, I SAY, is constructive thinking, loyal action. To George Sidney goes not only the thanks of this editor but also, I am sure, the thanks of every exhibitor. I, for one, would certainly root for this coffee-klatch in Hollywood. Let me know what you think . . . will ya?

THE MORE I get to know this remarkable fellow, George Sidney, the more I am amazed at his all-around interest in this business. Most producers and directors are too wrapped up in their own limited bailiwicks to pay any attention to what goes on beyond the Hollywood city limits, with the possible exception of Palm Springs, Cal., or Las Vegas, Nev. So, when you meet people like Sidney, it causes you to stop and admire.

IN CLOSING, please take another look at the informal Sidney family group picture. I know that I don't have to go to the bother of explaining that faces like those of the Sidneys, with their individual warm and wonderful expressions mean that here is not only ability, but, more important, humility, understanding and the true gospel of getting on with their fellow men. Whether they're in Hollywood, Nome, or Timbuctu, the Sidneys will get along with the world.—P. M.



George Sidney smiles as his mother gets an affectionate welcome to the set of MGM's Technicolor "Showboat" from Joe E. Brown. In the background are Howard Keel and the director's father.



Sidney took this shot of a silhouetted river boat while locationing for his forthcoming "Showboat."

HIS HOBBY IS REAL WORK

Veteran Director Delmer Daves, With A Long List Of Hits To His Credit, Is Going Around The World For More Ideas

FOR a motion picture director to have the unusual hobby of forgery detection may seem rather far fetched but in the case of Delmer Daves it appears to have served a good purpose. Taking literary license for stretching the imagination, I would venture to say that this adherence to the study of forgery detection has enabled him to detect any subtle forgery in story plot, in artistic ability, or in production design. Forgery has been practiced in this movie town, and these forgeries, masquerading under the cloak of the real thing, may be responsible for many former patrons now gracing the fireside and watching the wavering video screen instead of going to the movies.

DAVES, returned from Honolulu, where he directed "Bird Of Paradise," for 20th Century-Fox, says that under the spell of the authentic backgrounds, his players responded like people hypnotized by the spell of the Islands and the charm and simplicity of the beautiful story. This may seem a bit airy for some down-to-earth people, but where have great films like "Seventh Heaven", "The Kid", "A Star Is Born", etc., been born if not in the fertile minds of artists who dared to let their thoughts get a bit airy.

"GIVE me the real locales on a story," says Daves, "and I'll show you actors who will react as they should, resulting in a picture which will bear the true brand of realism." This is showmanship, this quest for quality. Showmanship on the legitimate stage is not expected to contain any such physical realism, it could not be humanly expected, but when it comes to movies, we can, and should, deliver the

real thing. Never pass a forgery, or you will be branded as such.

DAVES as a person is most colorful. His 21 hobbies, which qualify him as Hollywood's "most hobbled director," include carving, minerology, lapidary work, photography, painting, etching, miniature furniture making, and collecting books on arts and crafts. He still insists that picture making is a hobby with him, claiming that a man works better at hobbies than at anything else. This is a labor of love. The money he gets for this particular hobby helps him go along with this and other hobbies. At least that's his story, and we're stuck with it.

DAVES was born in San Francisco, moving to Los Angeles a few years later. After attending the lower grade schools, he returned to Northern California, where he obtained a law degree at Stanford. In 1927, he returned to Los Angeles, but instead of going into the legal business he reverted to his basic love for the arts, and took a job with James Cruze as assistant prop boy. After a year or so, he was finally raised to head prop boy. Branching into acting, he played a small role in "The Duke Steps Out," which starred Joan Crawford and the reigning favorite, William Haines. From this he became technical adviser on a film with a college background being made by Sam Wood. This gave him solid entry to the ranks of film writers, as in those days the job of technical adviser required the writing of practically an entire script on the subject being filmed before accepted for the berth. His 20 pages to Wood on college life were perhaps the most important 20 pages of Daves' life, and he knows it.



DELMER DAVES

AFTER FIVE YEARS of writing and acting, Daves chucked it all to make a one-year bicycle tour of Europe. Returning to Hollywood, he went to Warners, where he wrote screen plays for "Flirtation Walk", "Shipmates Forever", "The Petrified Forest", and other hits. He followed these, after a period of freelancing, with "Destination Tokyo", "Hollywood Canteen", "Dark Passage", "The Pride Of The Marines", and "Task Force." With "Destination Tokyo," Daves started to combine writing with directing.

IN 1949, Daves was hailed by Darryl Zanuck, 20th Century-Fox, and was handed "Broken Arrow" as his first directorial assignment. It is now motion picture history that he turned in one of the most sensitive jobs of his career. After the film was completed, Zanuck handed Daves a long-term ticket, and shipped him to Honolulu to do a job with "Bird Of Paradise," a tender love story of the islands.

TODAY, off on another of his annual wanderings about the world, Daves is no doubt gathering more fuel for the fires of Hollywood. When he returns to his desk at 20th Century-Fox, it will be with eyes clear with new ideas, still seeing new and interesting people whom he encountered on his travels, and with the virile energy of a man who intends to stay perennially young.—P. M.

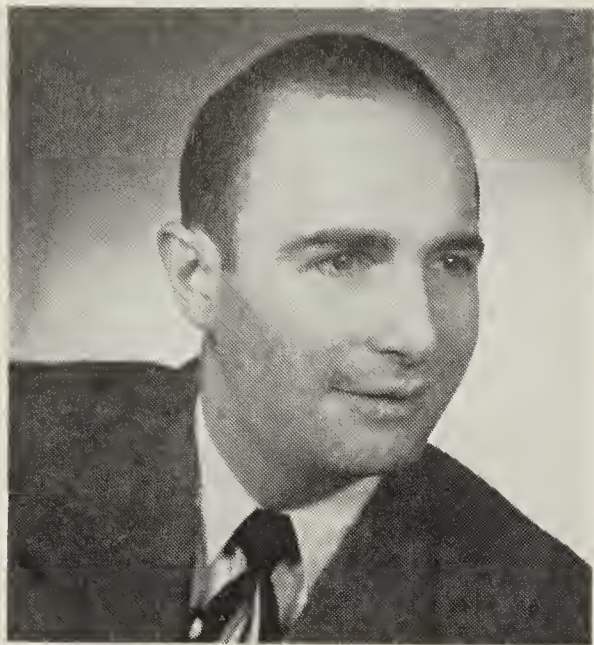


Debra Paget and Louis Jourdan are glimpsed above in a scene from 20th-Fox's Technicolor "Bird of Paradise," filmed in Hawaii under Daves' direction, and slated for release in the near future.



James Stewart and Jeff Chandler starred in "Broken Arrow," directed by Daves for 20th-Fox.

Meet Abner J. Greshler



ABNER J. GRESHLER

LONG before the names of Martin and Lewis zoomed across the Hollywood horizon, expertly piloted by the managerial skill of one Abner J. Greshler, the name of Greshler was well-known and respected by such top personalities as Al Jolson, Danny Kaye, Tommy Dorsey, George Jessel, Sophie Tucker, Hildegard, Milton Berle, and others whom he had the pleasure of presenting in various shows. Born of immigrant parents in New York's East Side, Greshler started in the age-old tradition by selling papers. Early in his school days, he showed an aptitude for amateur theatricals. Later, when one of his father's friends purchased a small resort hotel in the Catskills, Greshler obtained the job of social director. Those stage personalities who cut their teeth in the Catskill retreats will appreciate the job that young Greshler had on his hands.

FROM HANDLING the entertainers at this small resort to handling big time names was just a matter of making those steps up the ladder. He was quick to spot talent, and equally as firm in his managing of their careers. While still operating his artists' agency, he attended Fordham University and also St. John's University in New York, where he studied law. Vaudeville was the thing in those days, and he boomed along with such names as Gertrude Neisen, Georgie Price, Xavier Cugat, and others tied to his contract strings.

WHILE SEEING a film at the Ritz, Staten Island, he noted a young comic by the name of Jerry Lewis go through his zany antics. Greshler promptly threw a dotted line at Lewis, who caught it with happy hands, for here was a real big time agent giving him the nod. Several years later, Greshler teamed Lewis with Dean Martin, and together the team, under the expert guidance of Greshler, began to make night club history.

A FABULOUS CONTRACT with Hal Wallis, and the boys were successfully launched. Together with Fred Finklehoff, Greshler formed an independent motion picture company, York Pictures, and produced "At War With The Army," starring Martin and Lewis. This picture is now breaking boxoffice records, and under the banner of Abner Greshler Productions, he is preparing "The Life Of Bill Robinson" for 1951 release.—P. M.

GOOD THINGS TO COME FROM HOLLYWOOD...

"ROYAL WEDDING"

From the expert hands of veteran filmusical maker Arthur Freed and the comparatively new but very talented Stanley Donen, who also co-directed "On The Town" with Gene Kelly, comes a most delightful bit of entertainment. "Royal Wedding" fairly zips along with tremendous enthusiasm. Fred Astaire gives one of his best performances, and graciously gives little Janie Powell the opportunity to add immeasurably to her screen stature by inspiring her to some fine dancing numbers augmenting her already top vocal eminence. Adding the talents of suave Peter Lawford, funny man Keenan Wynn, and the charming Sarah Churchill, "Royal Wedding" definitely has plenty to add up to royal boxoffice grosses. Using nothing but first-class showmanship, gorgeous Technicolor, and catchy tunes, this is exactly what every moviegoer will gladly pay for. Here is a film for which every exhibitor can thank Metro, Arthur Freed, Stanley Donen, and all those other fine talented artists who joined hands in "Royal Wedding."—P. M.



Fred Astaire and Jane Powell are glimpsed in two of their dance routines from MGM's Technicolor "Royal Wedding," produced by Arthur Freed, lower left, directed by Stanley Donen, lower right, and starring Peter Lawford, Miss Powell, Astaire, and Sarah Churchill, center.



EXHIBITOR's Paul Manning, center, poses on the coast with the stars of Paramount's forthcoming "Rhubarb," Jan Sterling, Ray Milland, and the cat recently chosen for the title role in the picture, scheduled to go into production within a few weeks.



Republic's Roy Rogers and Penny Edwards, left, recently visited the Crittendon, West Memphis, Ark., to congratulate manager Bruce Young, named by the town's Chamber of Commerce "Young Man of the Year" for his outstanding work to curb juvenile crime. Mrs. Young is at right.

NEWS OF THE

Territory

BRANCHES

Atlanta

Wynnette Smith, booker's secretary, Monogram Southern Exchanges, resigned to go to Texas. . . . In Nashville, Tenn., theatres were almost without patronage for four days as a 10-inch snow left 20,000 homes without electric current. The Crescent Amusement Company, owner, Melrose and Bell Mead amusement center, centrally-heated and with their own electric power, furnished heat, shelter, and food for hundreds of people.

Henry King, director, 20th Century-Fox, said that he was looking for another script to film in Georgia. King addressed branch managers of 20th Century-Fox at a special dinner at the Variety Club. He flew his own twin-engine back to Hollywood.

Charles Richelieu, Jr., is manager, Vogue, New Port, Richey, Fla.; Whit T. Wood is manager, Hi-Way Drive-In, Dania, Fla. . . . John M. Lawrence, state rights owner in Tennessee and former manager of theatres in Nashville, Tenn., was in for a visit with Oscar Howell, Capital City Supply.

Jackie Staples, Monogram Southern, returned after illness. . . . Andy Anderson, office manager, Columbia, resigned to return to Portland, Ore. . . . A. L. Morgan, Lilfred Theatre Company booker, was in booking for the circuit. . . . J. R. Grainger, Republic, was in visiting the branch. . . . Sam Sherman, U-I sales representative, returned after illness. . . . Mrs. Louis Fincher resigned from U-I, and Mrs. Sara Cowan took her place. . . . Jim Partlow, drive-in owner in Florida, added the Prairie Lake-Drive-In, Orlando, Fla. . . . Mildred Farmer was appointed booker, National Screen Service. . . . Irma Marshall, accounting department, ELC, is happy to have with her Mrs. Sidney Stapleton, from Frankfort, Germany. . . . Stanford Kunkel, Paramount, Jacksonville, Fla., resigned to return to his home in Pennsylvania.

Fred T. McLendon installed in his Lilfred, Union Springs, Ala., a new Cycloramic screen. . . . Mrs. Betty Holliman, secretary to President Richardson, Astor, was in the hospital here.

All past records at the Paramount were shattered by 20th Century-Fox's Technicolor "I'd Climb The Highest Mountain," whose first week has set a new all-time high for the house. Continued record business for the film is indicated, with newspapers throughout the south giving the picture special treatment. Special articles on "I'd Climb The Highest Mountain" blanketed The Atlanta Constitution, with pieces by Harold Martin, Saturday Evening Post writer, and many others in the paper.

20th-Fox announced that the south-east's "tremendous growth possibilities," spurred by the reactivation of army camps and resurgence of industry, have made it necessary to reorganize the corporation's organization. In this connection, officials from all over the south and from Hollywood met to reshape the sales, booking, and distribution programs of the corporation. "The shifting of great masses of people to the south-east and the increasing industrialization of this section is forcing us to readjust our sights," Harry Ballance, division manager, said. Ballance said, for example, that the establishment of the Lockheed Aircraft Plant at Marietta, Ga., will mean that Marietta will be graduated to a key city rating, equal to a major city. Augusta, where the H-Bomb plant is rising on the Savannah River, also will become one of top spots.

Booking and visiting were: Hugh Martin, M and M Theatres, Florida; H. T. Butler, Drive-In, Covington, Ga.; C. S. Dunn, Gibson, Chattahoochee, Fla.; E. H. Moon, Tate, Boaz, Ala.; Carl Floyd, Stein and Floyd Theatres, Florida and Georgia; Ernest Ingram, Ashland and Lineville, Ala.; Paul Englar, Famous Theatres, Birmingham, Ala.; D. L. Buzbee, Ritz, Dadeville, Ala.; C. S. Pitman, Pitman, Gadsden, Ala.; John Gaither, Heflin, Heflin, Ala.; John Moffitt, State, Montgomery, Ala.; M. C. Moore, Lakeview, Jacksonville, Fla.; Mr. and Mrs. John Carter, Brookhaven, Ga.; Wendel Welch, Strand, Dallas, Ga.; R. H. Brannon, Holly, Dahlonga, Ga., and a number of others.

Joe Fink, manager, Rhodes, for 10 years, was named to the managership, Garden Hills and the Buckhead. . . . John H. Stembler, Georgia Theatre Company executive, was elected a director, Peachtree Trust Company.

Charlotte

Irving H. Ludwig, assistant to Walt Disney's world-wide sales head, William B. Levy, was in.

A federal grand jury indicted I. W. Holadia, Aurora, N. C., on four counts of income tax evasion, alleging that he owes the government \$85,111.29 for the years 1944-1947, inclusive.

Memphis

Damage to highways during the heavy snow and freeze was so severe that exhibitors were rare sights on Film Row.

M. A. Lightman, Jr., Malco, has been reelected president, Ridgeway Country Club.

Seen were: Lew Andrews, Cotter, Ark.; Eugene Higginbotham, Leachville, Ark.; Jimmy Singleton, Marked Tree, Ark.; Jack Watson, Tunica, Miss.; John Stapleton, Piggott, Ark., W. F. Ruffin, Jr., Covington, Tenn., and C. W. Eudy, Houston, Miss.

W. F. Ruffin, Sr., in surgery at Methodist Hospital, returned to Covington, Tenn., greatly improved.

Ann Rinner is the new head booker stenographer at U-I.

Alfred E. Daff, U-I director of world sales, and Charles J. Feldman, domestic sales manager, were in to meet exhibitors and speak to exchange personnel. They were joined by F. J. A. McCarthy, southern and Canadian sales manager.

New Orleans

Allied Theatre Owners of the Gulf States made public a letter to distributors which read, in part, as follows: "At our last meeting of the board of directors, a resolution was passed stipulating that Allied Theatre Owners of The Gulf States go on record requesting that you consider the matter of breaking pictures in sub-run and neighborhood theatres on the exact date of their availability. At this time, there exists a great deal of dissatisfaction among the exhibitors in this territory over the haphazard methods employed by the film companies in the present policy of designating breakdates for this type of house. For example, product which terminates a downtown engagement on midweek days, say a Tuesday or Wednesday, although set up on an availability of four or five weeks, that is 28 or 35 days, will not actually become available until the succeeding Saturday or Sunday following the 28th or 35th day of availability, as the case may be. Certainly, an exhibitor should have better calibre pictures to play midweek time as well as Sundays or weekends. Besides, there are many pictures, completely adult in scope, psychological in theme, or "message stories," which do not lend themselves to playing time when children comprise a major part of the boxoffice take. By the employment of a policy of 'breaking' pictures on the exact date of their 28, 35, or 45 day availability, intelligent emphasis can then be placed upon the buying and booking of these pictures and the net results should be a better satisfied public, exhibitor, and distributor alike."

H. Solomon, owner, Columbia and Marion, Columbia, Miss., and the Avenue, Tylertown, Miss., after visiting with Theatres Service Company, his buying and booking agency, took time out to visit with friends. . . . The Starlite Drive-In reopened after suspending operations during the cold months.

Fire at the vacant St. Charles caused minor damage. The theatre has been closed two years after Harold Minsky discontinued vaudeville and stage shows, combined with screen productions. During the year, it was completely remodeled and renovated. Employees of the RKO Liberty next door to the St. Charles said that several hundred patrons viewing a motion picture did not become alarmed although the odor of smoke could be detected.

It was reported that L. C. Montgomery and Teddy Solomon had mutually dissolved partnership. Theatres retained by Montgomery are the Clark, Natchez, Miss.; Palofax Drive-In, Pensacola, Fla.; Bama Drive-In, Mobile, Ala., and Tiger Drive-In, Baton Rouge, La. Solomon took over the Palace, Yazoo City, Palace, McComb, and the Fox, Summit, all in Mississippi. The theatres in which Montgomery is interested include the

local Joy and the Larose, Larose, La. Film Service, headed by him and Elton Briwa, will continue to do the buying and booking for the Ritz and Pix, Pascagoula, Miss. Solomon, in addition to his own theatres, will buy and book for the State, McComb, Miss., formerly serviced by Film Service.

Obviously the variable change of weather and the observance of Mardi Gras suspended the usual weekly humdrum of visiting exhibitors. Nevertheless, every exchange was snowed under with work due to the many changes of dates, the consequence where hundreds of theatres remained closed on Thursday and some on Thursday and Friday of the previous week when an unusual extreme cold wave swept the entire territory. The few exhibitors in were: Ann Molizon, Labadieville, La.; Felix Touchard, DesAllemands, La.; Milton Guidry, Lafayette, La.; E. R. Sellers, Yam Drive-In, Opelouses, La.; W. R. Tutt, Star, Pineville, La.; Jack O'Quinn, Kaplan, La.; Ed Ortte, Gulfport, Miss.; J. Hargroder, Hattiesburg, Miss.; Ed Delaney, Magnolia, Miss.; Ernest Drake, Ponchatoula, La., and Floyd Murphy, Strand, Vicksburg, Miss.

The freezing cold wave played havoc in Lippert. When Bob Saloy, office manager, arrived he found the entire floor area flooded with six inches of water caused by a broken water pipe.

Roy Prewitt, American Desk and Chair Company, Atlanta territory, was a visitor. . . . Bill Simmons has been appointed special representative for Western Adventure Pictures, Inc., which features "The Daltons' Women," produced by Joy N. Houck, president, Joy Theatres, Inc., and Francis White, theatre owner in the Charlotte territory, presently making arrangements for national distribution.

Fanny Phillips, Monogram Southern, was on the sick list. . . . Henry Werling and family, Theatre Poster Exchange, Memphis, were in.

We just discovered why Bill Cobb, Milton White, and Joe Silvers seem like they have lost their best friend. Their moans and groans about the cold weather reflect Film Row. Weekend fishing sprees had to be curtailed.

Milton Dureau, general manager, Masterpiece, and Ernest Landaiche, Realart, and distributor of other independent pictures, entered into an agreement combining the two exchanges under the management of Dureau. All office activities will be in the present Masterpiece Exchange, and the shipping and inspection will be handled in Realart. They will continue to operate under both titles. Milton Stevens and Walter Gagnet, Jr., will be the sales representatives. Landaiche will retain his office for the operation of his theatre activities. Alberta Schindler resigned as the cashier with Eagle Lion Classics to be affiliated with the new combine.

The Times-Picayune recently carried an article on New Orleans Better Films, and especially Mrs. Norman E. Kerth,

the organization's children's theatre chairman.

STATES

Arkansas

Pine Bluff

Under a new contract signed between Richard Lightman Theatres and Local 328, projectionists in the Saenger, Strand, and Malco will receive wage increases and 50 per cent of all profits above the 1946-49 average. The deal is retroactive to Jan. 1. The men got a seven and one per cent increase, the profits bonus, to be paid in weekly bonuses, and bonuses every half year for profits not distributed weekly.

Florida

Miami

"The Show of Shows," the Variety Club's benefit entertainment for the Variety Children's Hospital, was held with columnist Walter Winchell officiating. Publicity chairman was Sig Eisenberg.

After a brief run as a leased house with all Yiddish films and stage shows, the Plaza is once again back in the Wometco fold with manager Edgar Pearce again on hand. . . . At the Miami, Tim Tyler reports a new assistant, Robert La Flower, replacing Jack McKinnon, on Uncle Sam's payroll. . . . The Lincoln's former assistant, Earl Christy, changed into his reservist uniform for the alerting of the Miami's 435th, and replacing him at the Lincoln is Martin Wucher. . . . Harmon Ellison is now assistant, Tower. . . . Advance ticket sales on the Variety Circus indicate the benefit will be a huge success. Beneficiary is the Variety Children's Hospital, and all members of the Variety Club spearheaded by chairman Jack Bell are working.

Sarasota

Barney Balaban, president, Paramount Pictures Corporation, was in with Cecil B. DeMille, who is shooting location scenes for "The Greatest Show on Earth" at the winter headquarters of the Ringling Brothers-Barnum and Bailey Circus. Balaban is currently vacationing in Florida. Betty Hutton, Jimmy Stewart, Dorothy Lamour, Charlton Heston, and Cornel Wilde star in "The Greatest Show on Earth."

Mississippi

Biloxi

The Gulf Coast Drive-In, now under the management of Gulf Coast Do Drive-In Theatres, is now named the Gulf Coast Do Drive-In. . . . The Beach Drive-In sought a mandatory injunction to force a neighboring property owner to remove timbers from a 10-foot strip of land used as an outlet from the theatre premises to Route 90. . . . Recently opened was the swank new Legion, Gulfport, Miss., a 1,250-seat house costing \$90,000, and owned by Joe Graham Post 119, American Legion.

Vicksburg

The case filed by Joe Applebaum and his associate, Bert Sims, Greenville,

Miss., exhibitors, seeking \$600,000 in anti-trust damages against the major distributors, Paramount Richards Theatres, Clyde G. Darden, and W. A. Prewitt, Jr., charging conspiracy to deny their independent theatre from access to first-run product, started to be heard. Defendant companies are Paramount, Warners, U-I, United Artists, 20th-Fox, RKO, Loew's, Columbia, and Republic.

North Carolina

Dunn

The Stewart had a special preview showing of "I Climbed the Highest Mountain" for ministers and civic and business leaders. James Yates is manager.

Durham

The Carolina-Duke Drive-In announced that it will be closed Mondays through Thursdays for a temporary period to permit extensive remodeling.

Oxford

Mrs. Eleanor Pierce Jeffreys, an employee of the Orpheum for 20 years, died.

Raleigh

A long-threatened measure which would restore the admissions tax removed from North Carolina theatres in 1943 was introduced in the state legislature but several members of the committee to which it was referred said they didn't believe the bill would get out of the committee because the theatres today "really are in the fix they feared in 1943" because of television and other things. The measure introduced by Representative John Umstead, Chapel Hill, would bring in an estimated \$600,000 a year in revenue. It was introduced in the form of an amendment to the Revenue Bill for the biennium being studied by the Legislature's Joint Finance Committee.

South Carolina

Columbia

A motion picture board of censorship for Sumter County was proposed in the general assembly. The Sumter House delegation introduced a bill to set up such a board, made up of the sheriff and two members of the county board of commissioners, selected by the commissioners. The board could command a private showing of any film, and ban its public showing, with or without announced reasons. The bill sets forth no standards for censorship.

A campaign against Sunday movies in areas of the state where they are not specifically legalized was expected to result from a South Carolina Supreme Court ruling that state laws prohibiting certain activities on Sunday include public automobile races. State Attorney General T. C. Callison, in commenting on the decision, added: "Our next concern is showing of motion pictures on Sunday. Showing of these pictures is authorized in some localities by acts of the legislature, but in other localities such authorization has not been given."

NEWS OF THE

Territory

Chicago

Max Roth, Realart chief, revived pioneer handbill distribution days for houses playing his reissues. . . . Van Paleologos and Betty Mitchell, organizers, Daphne Amusement Corporation, were preparing to reopen the Bertha, which has been closed.

A Nebraska theatre owner came out ahead with a free admission show celebrating an anniversary. The affair cost him \$17.50, but sales of popcorn to his guests were \$32. . . . John A. and Elmer J. Kraus were readying their new Nauvoo, Nauvoo, Ill., for opening. . . . Vallos Theatre Circuit assumed operation of the Hinsdale, Hinsdale, Ill. . . . Jimmie Stewart, on the Clark staff for 21 years, became an air-conditioning expert with studios. He started at the WB studios in California.

Frank R. "Bob" Connelly, veteran projectionist at Forest Park, Ill., passed on, leaving his wife, Martha, a son, three daughters, seven grandchildren, and one great grandson.

Warner exchange relinquished the duties of three veteran salesmen with severance pay: Ross Herman, country salesman, with the firm 24 years; George Weinberg, city salesman, 22 years, and Alec Pukalo, country salesman.

Ed Spiers, formerly of RKO and Film Classics sales departments, was named manager, Lippert. . . . John Rubin was appointed to the Capitol sales department. . . . Al Turner, newspaper amusement editor, was presented with a son. . . . Edward Beatty, pioneer theatre operator, died.

A bill designed to force the University of Illinois to give TV rights to the highest bidder for football games and other athletic events was introduced in the state legislature. . . . John Fiorino is remodeling his State, Du Quoin, Ill. . . . A Kroehler truck battled for hours in a blizzard to deliver 300 chairs in time for the opening of the new Garden, Canton, Ill.

Moe Wells, recovered from an illness, is back at his old haunt, the Variety Club. . . . Mr. and Mrs. Paul Schroeder are renovating their Avon, Breese, Ill.

Hugh "Scotty" Martin, manager, Colfax, South Bend, Ind., and city manager, Balaban and Katz, was recently named Indiana manager. He will manage 12 state theatres in South Bend, Gary, Hammond, and Marion, and will be succeeded as South Bend city manager by J. Raymond Wheeler, manager, Palace. Martin has been with B and K since 1930.

The new Ziegfeld received praise from Billie Burke Ziegfeld as manager Art Seagall showed her through the house.

. . . Doug Beck, RKO Philadelphia exchange, and Hugh McKenzie, RKO exploitation, changed places. . . . Norman C. Lindquist was elected vice-president by the Atlas Film Corporation, Oak Park, Ill.

Skokie, a northwest suburb, lost probably its final battle to prevent building of a drive-in within the village limits when the Illinois Supreme Court sustained Judge John Sbarbaro's ruling which held unconstitutional and invalid an amendment to the Skokie zoning ordinance banning outdoor theatres.

The Granada, close to Loyola University and well patronized by the students, turned over the house to the institution for graduation exercises. . . . The Grove and the Stratford, South Side houses, and the neighborhood North Side reopened.

Minnie Buettner is observing her 27th year as assistant to Ludwig Sussman, Adelphi owner. . . . John Balaban, B and K president, was one of a committee which chose, for a newspaper, Robert Maynard Hutchins, former president, University of Chicago, as 1950's Chicagoan of the Year.

Frank Thielen, 76, former owner of 17 theatres in Illinois, Indiana, and Wisconsin, had a narrow escape in a \$30,000 fire which damaged his home at Aurora, Ill.

Leo Brown, Howard manager, was amazed to find, when counting boxoffice receipts, a \$1 bill on which the signatures and serial number were printed upside down. . . . Orth Arvison was named manager, Paramount, Anderson, Ind.

Kim Theatre, Inc., was organized by Harry Engelstein, Keith Parsons, and Alice M. Anderson. . . . Sam C. Meyers, theatre owner of the north shore, sojourned in Florida. . . . The managership of the Ardmore went to Raymond Canoff. . . . Paramount named Jim Flaherty to the sales department.

Friends of C. "Pop" Ghelson, Burke, S. D., regretted to hear he had lost a leg through amputation. . . . The Iris managership went to Bob Mangel.

Robert Lee is the new manager, Roxy, Peru, Ind. . . . Hal Pearlman joined the Filmack staff. . . . Al Bransdorfer was appointed U-I assistant publicity director. . . . Eddie McCarthy, 55, Rialto, died.

James Gregory, Alliance general manager, rested at Hot Springs, Ark. . . . Variety Club's newly elected officers were installed during a dinner at the Blackstone by Marc Wolf, International Chief Barker.

Joseph Zid, 73, retired projectionist, formerly of Berwyn, Ill., died at Miami, Fla.

Miss Lilyan Palast, with 20 years' experience on Film Row, was chosen by Jack Kirsch, president, Allied Theatres, to be his secretary. . . . Filmco Productions, Inc., was organized by Robert E.

Levin, John F. McCarthy, and Esther M. Rothstein. . . . Morris Green, 51, Rhodes projectionist, passed on.

A distinguished looking man with a goatee approached manager Bill Cole in the Sheridan lobby, and asked, "Please, may I call my wife?" Cole pointed toward the phone booth, which the fellow ignored, and walking into the darkened theatre, bellowed, "Hey, Agnes, here I am!" . . . The censor board had a busy January inspecting 107 films, totaling 524,000 feet. One picture was rejected, and three set for adults.

Dallas

Texas moviegoers brightened the new year for polio victims at Gonzales Warm Springs Foundation to the tune of \$171,934.08, it was revealed in Austin, Tex., by Governor Allan Shivers, honorary chairman of the Foundation. Five hundred sixty-seven Texas theatres participated in the 1950 Texas Theatres Polio Fund when audience collections were made. The 1950 drive was directed by L. M. Rice, attorney, Robb and Rowley Theatres, and R. J. O'Donnell, vice-president and general manager, Interstate Theatres. Other theatremen who spearheaded the campaign included: Don Douglas, Robb and Rowley; Sam Landrum, Jefferson Amusement Company; R. I. Payne, Theatre Enterprises, and Lynn Smith, Gonzales. Members of the advisory committee included John Q. Adams, Joe Bryant, Colonel H. A. Cole, Claude Ezell, Phil Isley, Henry Hall, C. D. Leon, B. R. McLendon, Henry Reeve, John H. Rowley, and R. N. Smith. Ray Beall directed the trailer production and the direct mail campaign, and Mrs. Evelyn Wood coordinated collections. A breakdown of collections follows: Interstate Theatres, \$99,214.07; Robb and Rowley, \$16,578.41; Jefferson Amusement, \$17,343.75; Theatre Enterprises, \$7,109.09; Video Independent, \$9,051.84; Ezell and Associates, \$3,748.91; Phil Isley Theatres, \$907.12, and others, \$17,608.43.

The Lone Star Drive-In, Military Drive, opened with the latest RCA sound equipment.

Denver

Jack Starr, assistant city manager, Fox Intermountain Theatres, Rock Springs, Wyo., has been drafted. . . . Two men held up three theatre boxoffices. At the Aladdin one got \$31, but he was caught later. The other got \$51 at the State and \$52 at the Tabor, but he was caught minutes after the latter job with the money still on him. . . . Steve Ward resigned as U-I salesman. . . . Dan Wagner is quitting as office manager-booker, Realart, and will take a job as civilian photographer at nearby Lowry air base. . . . Joan Carter is the new secretary at Allied Ricky Mountain Independent Theatres headquarters, succeeding Mrs. Jo Ann Gifford, who quit to give her full time to housekeeping. . . . Councilman and Mrs. Ed Mapel, owners, Gem, went to Hawaii for a vacation.

Seen on Film Row were: Hugh Haines, Fowler, Colo.; Tom Ribble, Albuquerque,

N. M.; Esmond Hardin, Hay Springs, Neb.; George Kelloff, Aguilar, Colo.; Mr. and Mrs. Fay Gardner, Curtis, Neb.; Kenneth Powell, Wray, Colo.; Dr. F. E. Rider, Wauneta, Neb.; C. E. Bradshaw, Martin, S. D.; R. D. Ervin, Kremmling, Colo.; Alex Stewart, Torrington, Wyo.; Fred Anderson, Eaton, Colo.; C. G. Diller, Ouray, Colo.; John Tella, Florence, Colo., and Mrs. Marie Goodhand, Kimball, Neb.

Des Moines

Byron Shapiro, Minneapolis, manager, has been named as manager at Des Moines for Columbia, succeeding Ed Hochstim, in ill health and on a leave of absence for some time. Lu Hummell, head booker, has been named salesman for the northwest territory for Columbia, and Jim Ricketts, Sr., has replaced Hummell as head booker. Ricketts has been connected with several of the exchanges, and recently has been serving as a booker for an independent circuit. . . . Dick Gaston, Jr., owner, Iowa, Fort Madison, Ia., enlisted in the air force, and the house will be run by his projectionist during his absence.

Nick Yiannias, manager, Strand, Dubuque, Ia., has been recalled to duty as a lieutenant in the navy. . . . Abe Sadoff has renewed his lease on the Fourth Street, Sioux City, Ia. The owner had planned to tear down the structure but changed his plans due to the building ban. . . . A. L. Lundy has been appointed manager, Garden, Davenport, Ia., and Byron C. Waltz, Jr., has shifted from the Garden to the Rocket, Rock Island, Ill.

Kansas City

Many houses in the territory continue to raise their admissions.

Los Angeles

At the Ambassador Hotel, members of the Variety Club paid tribute to Chief Barker Dave Bershon by presenting him with the "Heart Award." The presentation was made by Marc Wolf, International Chief Barker, who also made sincere and interesting comment on the work of Variety. Charles P. Skouras was also presented with a scroll for his excellent contribution as Big Chief Barker. George Murphy m.c'd the affair, and Ezra Stern, attorney, was chairman.

Earl Barry started in early with his Valentine preparations, having giant paper lace trimmed hearts back of the confection bar. This idea was worked out by Al Sachs, now in the service. . . . Larry Goux left his duties with the Westland, and headed north for a temporary Newsvue job.

Mildred Adams, secretary to Columbia exchange publicity director Mike Newman, leaves to await the stork. . . . Welcome to Cecil Cameron, new manager, Arlington, Harry Vinnicof house. . . . The engagement of Mickey Finn, secretary to the branch manager, ELC, was announced. The lucky Signal Corps man is Adolph "Addie" Berger, and the middle-aisling date is set in May.

Lew Herb Continues His Texas Report

(Near the end of his travels in Texas, EXHIBITOR traveling representative LEW HERB continues with his story.—Ed.)

Our next visit took us to Bay City, Tex., where we sat down with L. O. Wallace, general manager, and J. G. Long, head, Long Circuit. Long, of course, is a veteran. He got his start in Arizona after the first World War. Wallace has been in the business for the past 16 years, and started out in it as a manager, working his way up. We also renewed acquaintances with Harry Ellis, district manager, whom we had met in Dallas.

Continuing our journey, we travelled next to Victoria, Tex., where we visited Rubin Frels, a veteran of 36 years in exhibition. He is vice-president, Allied of Texas, and operates about a dozen or more theatres. He maintains his own printing plant, which he uses to print all of his own forms such as boxoffice statements, etc., his weekly or monthly programs, and the majority of the advertising used by the theatres, in addition to ad mats, which he casts. He also has his own maintenance and building crew, which has built including the new Rio, Wharton, Tex., a deluxe 350-seater, opened in August, as well as the Tejas Drive-In, Victoria, Tex., and he has been constructing two more in other communities. He is also blessed with a very talented family, including his wife, a son Rubin, Jr., and two lovely daughters, all musicians, as he is. One daughter, while on vacation last year from Principia College, Illinois, spent the summer in New York, where she worked as a Roxyette on the stage of the Roxy. In addition, she has been actively engaged in college dramatics, and wrote, directed, staged, and starred in the college show. Rubin, Jr., is an accomplished organist, but also devotes much of his time to the operation of the theatres, relieving his dad of many of those duties.

We also said "hello" to L. G. Kennedy, another able showman, who recently

joined Frels, and serving now in the capacity of general manager, relieving Frels of overseeing the physical operation of the theatres, and giving him more time to devote to a ranch he is operating in the area.

Our next big jump took us to San Antonio, Tex., where we stopped over to see several local exhibitors, the first of whom was Gidney Talley, in the Hi Ho. In the industry for 25 years as an exhibitor, he recently turned to distribution, and is handling "Bob and Sally" as a roadshow attraction, to which he holds the national distribution rights. He still operates several theatres, however, including a couple in the lower Rio Grande Valley.

We dropped in then at the offices of the Southern Theatres Company, where we chatted with Eph Charninsky, pioneer San Antonio exhibitor, in the business since 1907. He had formerly been associated with Interstate for many years, and also pioneered the drive-in in San Antonio, and built the first of these in 1940.

At the offices of State-Wide Theatres, which owns and operates most of the drive-ins in and around San Antonio, we chatted with Richard Landsman, son of Arthur Landsman, president of the organization. Richard Landsman serves as general manager of the theatres, and has been in the business for the past five years. Natives of Corpus Christi, Tex., he and his father are associated with Dr. C. A. Richter in the operation of their theatres.

In this same building, we also visited Leon D. Glasscock, who also operates several theatres. A prominent local lawyer, as is his wife, Glasscock first entered the theatre field about two years ago when his father became interested, and built several. We also had the pleasure of saying "hello" to Glasscock, Sr., an ex-actor who barnstormed all over the world, settling down in Texas, where he acquired, among other things, several oil wells, and now also operates three ranches. We also chatted with Bill Rau, former Paramount salesman, now operating the Alamo Booking and Buying Service, and doing a good job, handling about a dozen accounts in the area.

James "Jimmy" Nicholson, now only 35 and proud possessor of the Marcal, Hollywood, started out for Sam Levine in San Francisco 18 years ago. At 18 he acquired his own house, the Port Chicago, Port Chicago, Cal. He then went from road show operation to radio, theatre managing, and then tied up with Joseph Moritz in Los Angeles, operating a circuit, during which time "The Academy of Proven Hits" was born. He then became special assistant to the president of Realart, at which time he also operated the Marcal, which he took over independently in July, 1950. He's doing wonders with Disney features and cartoons, during which showing he sells every conceivable Disney item, comic books, color books, soap, toys, dolls, sweaters, etc.

In on the Row were George Page and wife, Edith, Morro Bay, Cal., and Arroyo Grande, Cal. On Feb. 18 he turned over his Bay, Morro Bay, to Stiefel and

Goldberg. . . . Also seen was Dan Johnson, Pala and Drive-in, Escondido, Cal., and the newly acquired Coronet, San Diego, Cal.

The annual Riverside County Date Festival was held, and a prominent participant was Judge R. A. Pawley, Desert and Aladdin, Indio, Cal., and the Paramount, Coachella, Cal.

Heartfelt sympathy is extended to the wife and son of Sam Milner, branch manager, ELC, who passed away Feb. 5, after a few months of illness. He was beloved by all.

The world famous Bullock's department store has decided to participate in 20th Century-Fox's "Bird of Paradise" promotion, marking the first time in its history that the concern has taken part in an all-store merchandising promotion tied to a motion picture.

The community served by the Tower, Compton, Cal., paid honors to Rod Rodrick and his theatre personnel during "Brotherhood Week." . . . Special promotion stunts for the five Sundays were setup by Ralph Hathaway, Chinese; Doc Sloan, Van Nuys, in the Valley, and Frank Ramsey, Filmarte, with special gifts given to the ladies at holiday matinees, too.

Gus Metzger was busily setting up "Brotherhood Week" in Southern California. . . . On Film Row was Lou Keiler, Columbia Amusement Company, Paducah, Ky., here on a visit.

Freddie Dee's efforts to build junior attendance at the Lido is a story of hard work but a boxoffice click. Most recently it was a Children's Auxiliary Tubercular Sanitarium show, an organization called CATS, which rented the house, with ticket sales going to the building fund for a new cancer clinic under construction at the City of Hope in Duarte.

Having kept away from radio for some time now, Fox West Coast has made a deal with KNX, CBS outlet, for a 52-week contract for spot announcements.

George Laite, Columbia Studios, was working on a coast-to-coast broadcast which Harry Cohn arranged for the City of Hope campaign.

The El Capitan, once owned by the late Sid Grauman, has been leased for TV shows. . . . The Century will also become a TV house.

Milwaukee

Movies for shut-ins highlighted the Milwaukee County Better Films Council meeting. Guest speaker was Robert H. Jansen, a realtor.

George Miner, pioneer Wisconsin circuit operator, passed away at his home in Rice Lake, Wis. He was 63.

Buying and booking will be Ben Marcus' subject for discussion when he addresses AITO members at the regional meeting held in Madison, Wis. . . . The Wisconsin, Beaver Dam, Wis., reopened. It's a Fox house, 595 seats. Dave O'Neill will manage it in addition to the Odeon.

At the Old Eighth Street, recently christened the Delta, a corporation has been formed with the following officials as main stockholders: George Gonis, Angeline Celinsky, and Thad Wasielewski. . . . George Herzog, Sheboygan, Wis., who operated theatres in Sheboygan and Manitowoc, Wis., for many years, passed away at the age of 66.

Beaver Dam, Wis., merchants are sponsoring free Tuesday matinees for adults at the Odeon. . . . Manager Herb Graef, Donna and Door, Sturgeon Bay, Wis., had a ballyhoo writing contest in conjunction with "The Next Voice You Hear."

Since the Mitchell Field Airport guard hangar doesn't have rooms seating more than 50 men, Eugene and

Jerome Goderski, Airway, Lake, Milwaukee County, offered the theatre to the Wisconsin Air National Guard, which went on active duty. The outfit now receives its orientation and basic training at the Airway.

When someone detected the odor of something burning at the Burleigh, two firemen were hastily summoned. Quietly they entered, and sat down to do some professional sniffing. They, too, detected a slight odor of burning insulation, and sought its origin. Walter J. Villmow, 8th battalion fire chief, decided that the odor came from beneath the stage. Investigation disclosed that an overheated motor of the heating system caused insulation to burn. Without disturbing the audience, which didn't know anything was amiss, the chief used a hand pump fire extinguisher on the motor. Then he and the other fireman withdrew as silently as they had entered.

Bob Groenert, "Pappy" McDonald's needy assistant at the Warner and acting manager in McDonald's absence due to hospitalization, for "Operation Pacific," got Lieutenant A. G. Edtmiller's okeh and placed a big Warner banner on the submarine Tautog, docked here; arranged to have 200 of the boys march in formation to the theatre, where Groenert welcomed them to 200 especially reserved seats for the performance; had Miller Brewing Company's sound truck to follow the parade with martial music; fixed it so that 12 men were sworn in up on the stage, with Chief Torpedo Man Ruma offering a few words of commendation; latched on to announcer Tom Shanahan, WEMP, for the mc'ing; had the entire program rebroadcast over the air later in the day, and furnished a booth for recruiting purposes in the lobby.

Miss Gertrude M. Puelicher, radio commentator, lecturer, author, etc., has become interested in kiddie programs. Interesting highlights on kiddie programs brought out on Miss Puelicher's "Your Question Please" hour, WISN, 3:30 P.M. every Saturday, could be most effective for exhibitors.

The AITO screening committee put on the feed bag over at Eugene's, and present were Mr. and Mrs. Dick Sager, Unity Theatres; Ben Marcus, president; Harold Pearson, executive secretary; Angelo Provinzana, Alamo and Mozart; Joe Strothers, S and M Theatres, and Miss Irene Preston, secretary to Pearson.

Minneapolis

Minnesota Amusement Company and L. G. Roesner completed a division of their jointly owned theatre properties at Rochester, Minn., and Winona, Minn., worked out on the basis of a stock split. Under the deal, the circuit now operates the Winona and Broadway, Winona, and the Chateau and Time, Rochester. The Broadway has been closed for some time. Roesner has assumed operation of the Lawler and Empress, Rochester. Al W. Smith is interested with Roesner in both operations, and the two have incorporated the Rock Amusement Company, Winona.

North Central Allied will oppose a bill introduced in the North Dakota legislature to allow baseball on Sundays. The action was decided when state exhibitors notified the organization that Sunday ball games would work a hardship on theatre business. Appointed by Stanley Kane as a committee to oppose the measure are Gordon Aamoth, Fargo; Mike Cooper, Grand Forks, and A. E. Munro, Rolla, N. D.

In line with provisions of the Paramount consent decree with the government to open certain situations to competition, Minnesota Amusement Company sold the lease and equipment of the State, Fargo, N. D., to Gordon Aamoth. Purchase price was believed to be in excess of \$125,000. Minnesota Amusement is improving the stand at a cost of \$50,000. Aamoth assumes possession on March 1. The house has a seating capacity of 1,075, and has been used as a "B" theatre.

North central Minnesota independent exhibitors, meeting at Little Falls, Minn., reportedly were in unanimous agreement that adult admissions should be raised to meet soaring cost of operations. All exhibitors present, representing more than 30 theatres, indicated that they would increase adult prices immediately, acting as individuals so that the action would not be interpreted as illegal price-fixing. . . . Boom and DuRand raised prices at the Lyric, Ellendale, N. D., to 40 cents for adults and 15 cents for children. Former prices were 35 and 12 cents.

Branch manager Ben Blotcky, Paramount, is back from Florida. . . . Franke Woskie, Colby, Wis., exhibitor, is due back from Florida on March 1. . . . Ben Berger, president, Berger Amusement Company and North Central Allied, is back from a cruise to South America. . . . Charles Vondra, owner, Rainbow, Mahanomen, Minn., has been appointed a municipal judge by Governor Luther W. Youngdahl.

Home Theatres Circuit is readying a junior admission price of 40 cents for the Border and Grand, International Falls, Minn. The price is 10 cents below the adult rate. . . . The Fox, Nora Springs, Ia., upped admissions to 50 cents for adults, 40 cents for juniors, and 14 cents for children. . . . Louis Zeleny, new owner, Osseo, Osseo, Minn., is improving the stand, and will hike admissions to 50 and 14 cents.

J. D. Hazzard sold the Scenic, Westington Springs, S. D., to Martin Beach. . . . Art Diedesel is the new owner, Plaza, Monona, Ia. . . . Val Gorham has opened the Redfield, Redfield, Ia., first theatre in the city since the old theatre building was destroyed by fire in November, 1949. . . . Ernotte Hiller, Grand and Gopher, Crookston, Minn., turned over to "The March of Dimes" \$274.68 from audience collections. . . . B. J. Buus purchased the Legion, Humboldt, S. D., from John A. Egge.

Ben Berger, North Central Allied president, and Stanley Kane, NCA executive counsel, attended the annual board

meeting and election of officers of National Allied in Washington, D. C. . . . Otto Kobs requested a 28-day run for his suburban Oxboro, which has had a 56-day availability since it opened.

Four Minneapolis neighborhood houses, the Hopkins, Chateau, Franklin, and Park, are working with the Hennepin County welfare board to set up a plan to admit old age assistance recipients free. The neighborhood Agate for several years has allowed elderly people in its neighborhood to take in its pictures free.

Oklahoma City

Congratulations go to Berlin Parks, projectionist, Tower and Paramount Screening Room, on being "in the money" in the recent bowling tournament. . . . Glen Thompson Theatres is now settled in new quarters at 706 West Grand Avenue, having moved from 702 West California. . . . George Gaffney, electrician, Video Theatres, entered the hospital for the removal of his kneecap. Gaffney suffered a fracture of the kneecap in a car accident. The injury has never completely healed.

Mr. and Mrs. Paul E. Rice, Paramount salesman, are the proud parents of a baby girl, Nancy Ann. . . . Raymond Sparks purchased the Majestic, Temple, Okla., from L. D. Burns.

State exhibitors visiting were: Lamont King, King, Marietta; Charlie Kemble, Deal, Wynnewood; Houston Burns, Apache, Grandfield, and Fletcher; L. E. Brewer, Royal, Pauls Valley; John Terry, Perry, Perry; Bob Pfothaur, Rex, Konawa; V. W. Wilkinson, Ritz, Comanche; G. H. Payne, Valley, Pauls Valley; J. E. Jones, Sand Springs Drive-In, Tulsa; A. J. Sigmund, Sigmund, Lexington, and also Virby Conley, Ellis, Perryton, Tex.

Mrs. Rozella Phipps is the new ledger clerk in picture reports at Paramount, replacing Mrs. Ernestine Fowler, who resigned to move to Norman, Okla. . . . L. D. Burns, who recently sold his Majestic, Temple, Okla., to Robert Sparks, purchased the Rio, Grandfield, Okla., from H. T. Burns, and will take possession on March 1. In the meantime, "L.D." is going to do a little fishing, etc. . . . Brady Walker is closing his Duke, Duke, Okla., on Feb. 12. . . . Mrs. Worley, wife of Seibert Worley, Liberty and Texas, Shamrock, Tex., entered the Mayo Clinic, Rochester, Minn., for a check-up.

Mr. and Mrs. Creal Black, Washita, Cordell, Okla., are anxiously looking forward to moving into their new house, which they expect to have completed by March. . . . J. C. Terrall purchased the Fort, Ft. Gibson, Tex., and will take possession on March 1. . . . C. D. Hicks, Rex, Nowata, Okla., has been appointed chairman, Heart Association, for that county. . . . Mrs. Homer Chandler purchased the Wayne, Wayne, Okla.

State exhibitors visiting were: Mrs. C. W. Duncan, Redskin, Wetumka; the Guthrie Brothers, Lamar and Lee,

Rogue Circuit; Cy Barton, Dill, Dill City; J. R. Burns, Kozy, Granite; Mr. and Mrs. R. M. Downing, Crown, Collinsville; Mrs. Elizabeth Tucker, Cimarcon, Guthrie; Mr. and Mrs. Henry Waljo, Star, Minco; Jack Pierce, Time, Stigler; C. H. Leonard, Meeker; W. J. Barnes, Jr., Babb, Grove; John Bufflo, Liberty, Hartshorne; Walter Martin, Ritz, Oilton; Oral D. Wingard, Ritz, Jay; Wesley Hodges, Bulldog, Weatherford; Crawford Spearman, Broncho, Edmond, and Amos Page, Avalon, McLean, Tex.

Portland

Kenneth Anderson, formerly with Sterling Theatres, Seattle, joined the J. J. Parker Theatres, and will handle advertising and exploitation for Astoria, Ore. . . . Ted Galanter, MGM representative, conferred with Jack Matlack, Parker Theatres, on "Kim" and "The Magnificent Yankee." . . . Keith Penzold, manager, J. J. Parker's Broadway, was arranging a living model display for camera fans heralding "Watch the Birdie." . . . Harry Moyer, Jr., now operates both the Milwaukie and Gresham in the Moyer Circuit. Mrs. H. Moyer, Sr., operated the initial theatre at Sellwood, Ore. . . . Tommy Moyer is manager, Sunset, Sandy, Ore. . . . Thirty-two drive-ins were serviced in Oregon in 1950 by Portland exchanges. . . . The Twin-City Drive-In, between Centralia and Chehalis, Wash., was purchased by Ron and Roy Gamble at reported \$80,000. Ed Auer and Howard Barber were previous owners. . . . The Barbur Boulevard Drive-In was the last of the drive-ins in Oregon to close for the season.

Spokane's Fairchild, Wash., air force base is to have a new \$400,000 permanent theatre building. The theatre will be a brick structure with a seating capacity of 1006 persons. It will feature nursery facilities, a snack bar, and stage productions.

St. Louis

In Downing, Mo., the Downing, owned and operated by Earl Ruth, closed. . . . In Bridgeport, Ill., the Capitol was reopened after having been closed since September. Ross Scaggs is the manager.

In Chandlerville, Ill., James and Louise Hill are the new owners of the Chandler-ville, which they purchased recently from Mr. and Mrs. Charles Trimble.

In McLeansboro, Ill., Art Perry, district manager and engineer, Dickinson Theatres, Inc., Mission, Kan., arranged with contractors for the proposed remodeling of the 400-seat Capitol.

In Cobden, Ill., the Ritz, owned by W. M. Waring, Jr., and managed by Charles Veal, has put into effect a new bonus plan to encourage regular theatre attendance by patrons. Interested persons may obtain a card, and each time the show is attended, the card will be punched. When all of the squares on the card are punched out, the holder will be entitled to attend the theatre without paying.

In Morris City, Ill., the Tivoli, owned by J. A. Gossett, observed "Birthday Week." All those who attend the theatre that week has their name placed on the birthday calendar, and will receive a free pass when their birthday comes around.

Owners of three drive-ins in the territory definitely announced their intention to demand the right to bid for first-run pictures during the 1951 drive-in season. This was one of the developments at a meeting of owners and managers of independently owned drive-ins, with Andy Dietz, general manager, Cooperative theatres presiding. The drive-ins that will seek first-runs are the Poplar Bluff Drive-In, near Poplar Bluff, Mo., owned by Clyde Hogg; the Egyptian Drive-In, Route 148 near Herrin, Ill., owned by the Egyptian Theatre Corporation, of which Wayne Smith, Harrin, is the principal stockholder, and the Hill Top Drive-In, on Route 25 between St. Mary's and Perryville, Mo., owned by Elmer Donza, Ste. Genevieve, Mo., and associates.

Funeral services were conducted for Edward Clyde Siegfried, one of the charter members of Local 143. The death leaves Local 143 with only three survivors of the group of organizers or charter members.

John B. Giachetto, managing director and executive secretary, Frisina Amusement Company, Springfield, Ill., and Jimmy Frisina, buyer, were in Florida. . . . Bill Weiss, a salesman with Republic for the past 15 years, resigned to go into business for himself.

Margaret Duggan, Republic, treasurer Film Exchange Front Office Employees Union, Local F-1, who resigned because of ill health, is visiting in Miami, Fla.

Bill Tengo, Paramount booker, who rejoined the navy some six months, and who since has seen plenty of action off the shores of Korea, was in St. Louis on a 10-day furlough.

In Mount Carmel, Ill., the American, through the courtesy of Keith Coleman and the Uptown, another Coleman house, ran "The House of Mercy" for the woman's auxiliary of the Wabash General Hospital.

Tom W. Edwards, Edwards and Plumlee Theatres, will be the guest speaker at a meeting of the Better Films Council of Greater St. Louis on March 16. . . . Julius Leventhal, part owner, Lyric and Senate, who lost his left leg in an automobile accident, was moved from the St. Louis County Hospital, Clayton, Mo., to the Jewish Hospital here.

Funeral services were held for Joseph E. Garrison, 50, U-I division manager, who died at DePaul Hospital. Rabbi Julius Gordon, Temple Shaara Emeth, presided at the funeral services. The deceased is survived by his wife, Mrs. Helen Zack Garrison. Garrison was taken ill about a week before his death.

The opening regional meeting in 1951 for the Motion Picture Theatre Owners

of St. Louis, Eastern Missouri, and Southern Illinois will be held on April 19 in either Hannibal, Mo., or Louisiana, Mo. This was decided at a meeting of the organization's board of directors. The final decision as to details will be made by a special committee composed of Russell Armentrout, Louisiana, Mo.; Tom Bloomer, Belleville, Ill., and Lester R. Kropp, St. Louis. Louis K. Ansell, St. Louis, chairman of the board, presided. The meeting took no action regarding the participation by the regional members in the COMPO program. It was decided to defer action until President Tom Edwards is able to attend a meeting. The meeting also passed up any mention of the recent suggestion by Michigan Allied group in favor of the formation of a single national organization for all motion picture theatre owners. Consideration of pending legislation at Jefferson City before the General Assembly brought forth some of the very detrimental features of House Bill 46, which would set up a state fire prevention committee and a state fire marshal who would have very broad powers for the control of theatres, hotels, hospitals, and other places of public assembly, etc. It was decided to recommend that the members of the organization take a stand in opposition to this measure. Similar action was taken regarding a bill to increase benefits under the State Unemployment Compensation Law, and to also extend the compensation period.

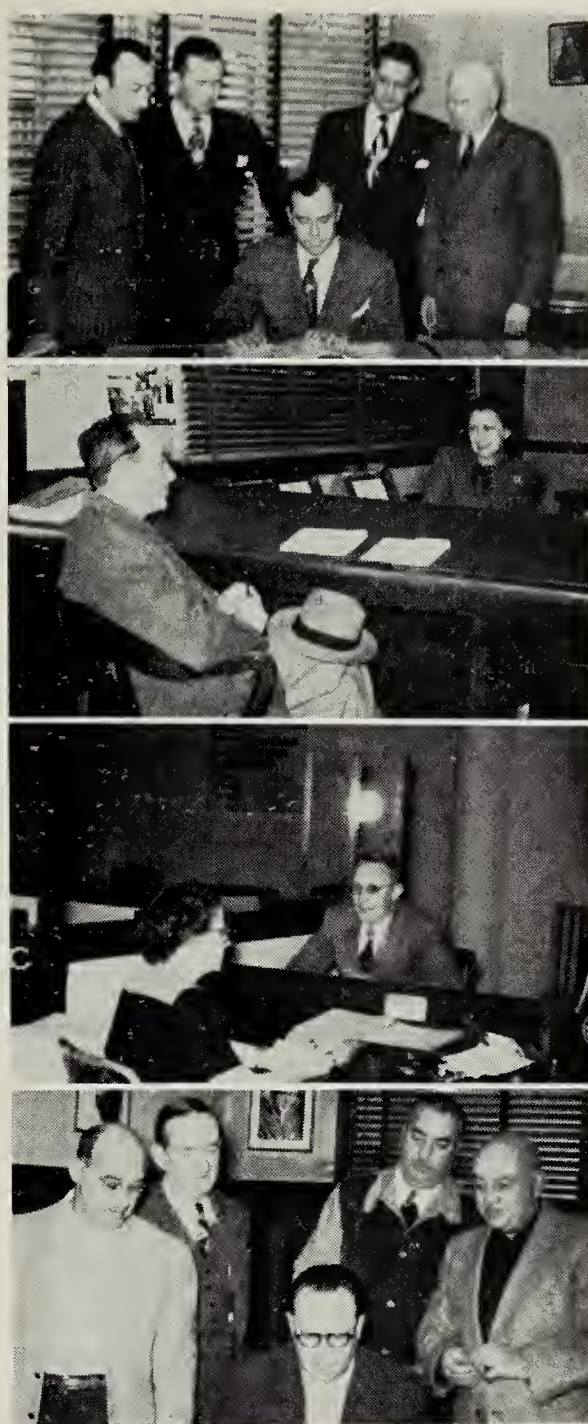
In Stewardson, Ill., H. Bell is the new owner; Aloma, which had been operated by Lewis M. Tatman since about July 1 when he acquired the house from Mr. and Mrs. Gerald Willmans. . . . In Dexter, Mo., Norwin Garner will operate the Family Drive-In on U. S. 60 about one and one-half miles west of the city, owned by State Senator Lewell Lawrence, Bloomfield, Mo., who was killed in an automobile accident in January. . . . Flo-Mar Production is handling "Uncle Tom's Cabin" in the St. Louis trade territory, working in conjunction with Don Hammer.

In Madison, Ill., the Madison, closed since Jan. 8, for complete redecorating, was reopened by Mrs. Regina Steinberg. An old wooden building next to the theatre has been razed to make room for a spacious parking lot that will be available to the patrons, and to also provide space for new modern restrooms.

In Flora, Ill., the new Town, to be owned and operated by the Flora Amusement Company, controlled by the J. L. Spalding family, will be ready for its grand opening early in March.

In Litchfield, Ill., the Capitol, Frisina Amusement Company, Springfield, Ill., will be the scene of the second annual style show to be staged under the auspices of the Litchfield Women's Club. . . . In Platte City, Mo., Riverside Enterprises, Inc., has been incorporated to provide recreation for the general public.

In Paris, Ill., Leon Jarodsky, who operates the Lincoln and Paris, and the oldest exhibitor in the territory on the



While visiting St. Louis a while ago, EXHIBITOR'S roving Lew Herb snapped the above photos showing, top to bottom, left to right, the Warner exchange crew, D. A. Kramer, Jimmy Hill, Walter Glessin, Jack Harris, and, seated, branch manager Lester Bona; Herman Tanner, Vandalia, Ill., booking in Warner exchange from Alda Connors; James Rodeel, Rodee, New Berlin, Ill., with booker Helen Pausch in the UA branch office, and the MGM sales staff, office manager Harry Hopkins, Banks Hudson, Bob Jones, George Reilly, and, seated, the MGM branch manager, Herb Benin.

basis of years of connection with the industry, returned to his home after being in a local hospital for more than a week because of breaking his left leg in a fall.

Mr. and Mrs. Jimmy Tapella went to Florida for a vacation. Tapella owns the Ivanhoe. . . . Mary O'Brien, Co-operative Theatres, lost her purse containing about \$40 a few days ago. There have been a number of petty thefts and robberies in that block in recent months.

Tommy Tobin, resident manager, Frisina-St. Clair Amusement Company, East St. Louis, Ill., returned from Hot Springs, Ark. . . . Out-of-town exhibitors seen along Film Row included: Joe Goldfarb, Uptown, Alton, Ill.; Gus Boemler, Norside, Alton, Ill.; L. A. Lieber, Pacific, Mo.; Frank X. Reller, Wentzville, Mo.; Forrest Pirtle, Jerseyville, Ill.; Izzy Wienshienk, district manager, Publix-

Great States, Alton, Ill.; Otto Ingwersen, Montgomery City, Mo.; Tom Baker, Bunker Hill, Ill.; Harry Blount, Potosi, Mo.; Charles Beninati, Carlyle, Ill.; Delbert Wagner, Eldorado, Ill.; Herman Tanner, Vandalia, Ill.; Loren Cluster, Salem, Ill.; Joe Katz, Benld, Ill.; Tom Bloomer, Belleville, Ill.; Charles Weeks, Dexter, Mo.; T. D. Medley, Sikeston, Mo.; Ed Clarke, Metropolis, Ill.; Buz Hagarian, East St. Louis; Harry Miller, Festus, Mo.; Herschel Eichhorn, Mounds, Ill., and Al Smith, Nashville, Ill.

William T. Powell, a former resident of Springfield, Mass., came to St. Louis to assume his new duties as the district manager for Midwest Drive-In Theatres, controlled by Phillip Smith, Boston. Powell, associated with Smith's organization for the past two years and prior to that with Paramount, Boston, will have supervision over the circuit's drive-ins and brick-and-mortar theatres in St. Louis, Indianapolis, Kansas City, and Cincinnati.

Johnny Morphet joined the sales staff of Screen Guild as St. Louis city salesman. . . . Triangle Film Company moved into its new quarters on the ground floor at 3334 Olive street. Cliff Mantle owns the exchange. . . . George Wies, Hollywood, producer of "Devil's Sleep," handled in this territory by Triangle, was here to confer with Cliff Mantle.

Jimmy Frisina, buyer, Frisina Amusement Company, Springfield, Ill., and Harry Wahl, World, are back from Florida vacations.

Salt Lake City

Caught in the rash of burglaries that have broken out over northern Utah cities was the Crest. Yeggs removed the safe containing more than \$300 from this theatre, and cracked it elsewhere. A. M. Jolley, manager, told police one of his employees found the theatre office door pried open and the safe missing.

Federal Judge Willis W. Ritter ruled against Henry S. Ungerleider and Snoop-roof tickets in their suit against William J. Korth, Collector of Internal Revenue. Judge Ritter said there was no cause for action.

In Holladay, Utah, after thorough renovation, the Holladay reopened under new management. Milton Leigh, Salt Lake City, who will manage the cinema, said it was completely redecorated. Leigh said the theatre, with a seating capacity of about 500, would specialize in family type shows. The new manager has had more than 30 years experience in Idaho.

In Helena, Mont., a bill to prohibit racial discrimination in hotels, restaurants, and public amusement places was introduced in the Montana Legislature by Representatives Tripp and Cook. The measure is listed as House Bill 391.

San Antonio

Arthur Landsman, president, State-Wide Drive-In, announced that his organization would donate its services plus 25 per cent of all admissions from the Alamo, Mission, Kelly, Rigsby, and

South Loop 13, which the circuit operates here, for a special benefit show. In addition, a box was available for the convenience of patrons wishing to make additional contributions to a special fund to aid Marine Corporal Werner Reininger, local quadruple amputee of the Korean War. When Reininger completes his convalescence, and returns to his home, he and his parents will be given a lifetime pass good at any of the State-wide Theatres, according to Landsman.

Martha Davis, secretary, Interstate city office, will be a June bride. . . . Among the out-of-town exhibitors in were: L. L. Lewis, Odem, Odem, Tex., and Texas, Bishop, Tex.; H. A. Daniels, Palace and Texas, Seguin, Tex.; M. P. Pena, Tropica, Premont, Tex., and Benito Silvas, Mexico, Carizzo Springs, Tex. . . . The Glasscock Theatre Circuit moved into new and larger quarters in the Majestic building.

Fire destroyed six businesses at Childress, Tex., with a loss of \$1,000,000. Also destroyed was the Gem.

Mrs. Lila Cole has taken over management of the Cole, Hallettsville, Tex., replacing Al Niebla. Mrs. Cole, a sister-in-law of Mart Cole, Sr., head of the circuit bearing his name, purchased a third interest in the theatre. She was formerly manager at Eagle Lake, Tex., where the theatre was recently sold. . . . The Star, Turnertown, Tex., owned by Mrs. R. M. Shaw, was destroyed in a fire. . . . The Joy, Tyler, Tex., was damaged, mostly by water, according to Earl Cason, manager. A fire next door destroyed a bowling alley. . . . Albert Chewning will start construction soon on a \$50,000 theatre at Hooks, Tex., which he will name the Hook. Chewning was former owner, Detroit, Detroit, Tex. . . . Announcement has been made that John H. Rowley, Robb and Rowley Circuit, together with E. H. and Agnes D. Rowley, purchased KEPO, El Paso, Tex., and KWFT, Wichita Falls, Tex.

More than 300 navy mothers saw a preview of "Destination Pacific" at the Majestic. . . . J. L. Greenwood, manager, Joy, and his wife, returned from Kansas.

Among the out-of-town exhibitors visiting Latin American exchanges were: Chester Kyle, Hy-Way Drive-In, Kingsville, Tex.; Robert Champion, Rio Grande, Progress, Tex.; Manuel Salas and Hamon Montemayor, executives of a group operating the Luna, Crystal City, Tex., under a lease from Ignacio Luna, and Genovevo Pena, Delmita, Delmita, Tex.

The Heights has been reopened at Fort Worth, Tex., by Ralph Drury, who leased the house. He also owns and operates the Morgan, Fort Worth. C. L.

Hays has been named manager. . . . Gene Kenyon, former manager, Heights, is now operating the Riverside Drive-In, Fort Worth, Tex.

Dozens of Fort Worth, Tex., milkmen attended a special preview showing of "The Milkman" at the Gateway, Fort Worth, Tex. . . . Tim Ferguson, co-owner and manager, Downs Drive-In, announced that all proceeds from the theatre's attendance for two days would be given to the Grand Prairie, Tex., division of the infantile paralysis drive. . . . Fire destroyed the Star, Turnertown, Tex. Loss was estimated at \$40,000. . . . The Nueces, Camp Wood, Tex., built by L. J. Dean, who still operates the house, is observing its 14th year.

One of the greatest droughts in some 25 years prevails in the south Texas area. . . . The Ellington Air Force Base Theatre, Houston, Tex., has been re-seated by the American Seating Company. The 340-seater is operated by the Air Force Motion Picture Service.

An 18-year-old boy is being sought by police at El Paso, Tex., in connection with acts of vandalism which caused an estimated \$100 damages to the Plaza. Charles Russell, manager, stated that the suspect was discovered doing the damages by one of the aides. . . . Rheul Essary is the new owner-operator, 250-seater Vogue, Skellytown, Tex., purchased from Gene Harlin.

San Francisco

Twentieth Century-Fox and UA bookers have been in a dither over a sweeping combination in which "Stanley and Livingston" and "The Macomber Affair" are paired. It was the result of Irving Levin, division director, San Francisco Theatres, Inc., deciding to combine these two films at the Coliseum. The booking clicked to the extent the run was extended to seven days. Bookers are calling on out-of-town branches to help fill the orders. . . . At Warners, Gladys Paul, contract clerk is doubling these days for Gene Byrant, booker, at home with the flu. . . . Republic executives S. R. Dorsey and E. L. Walton were in. . . . Inez Brodie, Columbia secretary, returned after illness. . . . U-I booker Edward Scully resigned to return to Allentown, Pa.

Paramount has a job open for sales stenographer and one for billing clerk. . . . Betty Gerdwagen, new to the industry, is National Screen Service manager Jack Marpole's new secretary. . . . Fay Reeder's Ford and golf clubs were stolen. The Fox West Coast advertising and publicity chief misses his clubs more than his Ford. . . . The Film Colony Club turned its meeting over to celebrating the marriage of Genevieve Keaton, Redwood Theatres, and Robert Merten. She was presented with the traditional silver tray bearing the Film Colony inscription. . . . An extensive and dramatic advance campaign started with the arrival of Columbia's publicist Mike Newman and Mae Murray before the scheduled world premiere opening of "Valentino" at the Orpheum. Miss Murray, chosen for radio, TV, and press

reviews because of her association and regard for Valentino, proved feature story material. A proclamation was signed by Mayor Robinson designating Feb. 14 and 15 as "Valentino Days." The announcement led to a tieup with the ultra San Francisco Ballet Association, which scheduled one of the season's smartest parties as the kickoff for the membership drive, and called it "A Night With Valentino." Assisting Newman were Graham Kislingbury, district manager, North Coast Theatres, and publicist Anne Belfer.

In were: Clarence Tillman, drive-in operator, Portland, visiting his brother L. E. Tillman, Columbia branch manager; Mike Newman, Columbia publicist from Los Angeles, busy booking Mae Murray on radio and TV programs for advance ballyhoo on "Valentino," and Paramount exploiter Bob Blair, in with Joseph Cotton, Joan Fontaine, and Elizabeth Scott for the "September Affair" cerebral palsy benefit show.

Seattle

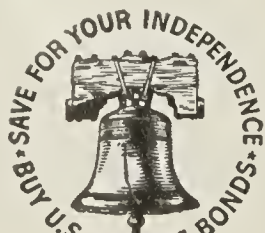
One of the biggest tieups in years resulted from the visit of MGM's singing star, Kathryn Grayson, arranged by Frederick and Nelson and the John Hamrick Theatres. Miss Grayson combined a personal appearance at the opening of "Grounds For Marriage," Orpheum, with a two-day pageant, "Grounds For Beauty," staged by the department store.

Ed Cruea, branch manager, Monogram, appointed Robert Walker as Eastern Washington salesman. He has been a booker with RKO. He succeeds Hal Boehme, who, it is understood, joins Favorite as a salesman. . . . Wally Rucker, for many years a salesman with MGM in Seattle and more recently branch manager for ELC, joined the Jack Moss Realty Company, and is in charge of that firm's various branches. Also joining the Moss Company is Leonard Raatz, former salesman, 20th Century-Fox.

Film Row was shocked by news of the death of Sam Milner in Los Angeles. . . . Walter and Mrs. Coy, White Center, Warner exhibitors, left by motor for a trip to Los Angeles. . . . George Blair, Rodeo Drive-In, Port Orchard, Wash., returned from a trip to San Francisco.

Lillian Goldsmith, widow of Jack Goldsmith and sister of the late Al Rosenberg, Northwest theatrical magnate, was seriously ill. . . . Extensive remodeling and redecoration have been completed at the Orpheum.

Among state Northwest exhibitors on The Row were: Max Hadfield, who operates the Alpine, Colville, and the Avalon, Chewelah, Eastern Washington; Bing Fournier and Bud Barnett, Grayland; Harry Ulsh, Anacortes; Howard Taylor, Sequim; L. A. Gillespie, Okanogan; George Borden, Jr., Blaine; Corbin Ball, Ephrata; Les and Cora Theuerkauf, Tacoma, and Florence Benson, Friday Harbor. . . . Jack Burk, Eastern Washington salesman for 20th Century-Fox, was in from Spokane.



NEWS OF THE

Territory

BRANCHES

Cincinnati

The Theatre Owners Corporation elected the following officers and directors at an annual meeting of shareholders in the Netherland Plaza Hotel: President, Louis Wiethe; first vice-president, Willis Vance; second vice-president, Charles Akerman; secretary, Herman Hunt; treasurer, Elston Dodge, and directors, Mrs. M. M. Weinig, John Hewett, Manny Marcus, Fante Macchi, Jerome Kuntz, and Maurice Chase. Rex Carr continues as assistant secretary, treasurer, and general manager, and Harold Hoeffert was named publicity and public relations director. The corporation was organized in 1946 and now serves 51 houses.

The world premiere of Columbia's "Valentino" will be staged at the Palace today (Feb. 21). . . . Variety Wives at a general meeting in the club rooms in the Netherland Plaza Hotel made plans for activities for the remainder of the season, with the first event set for March 14. It will be a dessert bridge, to which the public will be invited.

Dorothy Drout, formerly of Hunt and Chase Theatres, has been appointed short subjects booker for the Theatre Owners Corporation. . . . Morton Perlman, Columbia city salesman, attended the funeral of a relative in Memphis. . . . Sam Galanty, Columbia district manager, and Harris Dudelson, Lippert division manager, visited their respective offices.

William Woodruff, son of Mrs. Margaret Woodruff, office manager and booker, Lippert, enlisted, and is stationed at Sampson Air Forces Base, Geneva, N. Y. . . . William A. Meier, Paramount branch manager, moved his family into a new home in suburban Silverton, O. . . . Hal Marshall, Paramount public relations department, was here in connection with a cooperative advertising campaign.

Fanny Voss, Paramount head inspectress, returned to work after a three-week battle with the flu. . . . Morris Lefko, RKO district manager, visited. . . . J. B. Rosen, 20th-Fox branch manager, attended a branch managers meeting in Chicago. . . . Dorothy Schuh, secretary to Jack Finberg, UA branch manager, was on the sick list.

Oliver Unger, representative, Distinguished Film Company, was here in connection with "Seven Days to Noon." Edward Salzberg, president, Screen Classics, has been appointed special representative in the local area for Distinguished.

Ben Cohen, manager, Twin Drive-In, was handling the local publicity for

"Bedtime for Bonzo" . . . Charles Bashum is a new student booker at MGM.

While Ival Goodman, former slugging outfielder for the Cincinnati Reds and now manager, suburban Avon, was looking after the comfort of his patrons by checking the furnace, thieves entered his office, and got away with \$269. The patrons were nice and warm but Goodman is still cold.

Recent visitors included: Guy Greathouse, Aurora, Ind.; Charles Scott, Vevay, Ind.; G. W. McCoy, Williamson, W. Va.; Al Thalheimer, Logan, W. Va.; Absalom Buszles, Bradshaw, W. Va.; J. N. Brandenburg and Walter B. Hannah, South Shore, Ky.; Bill Wright, Whitesburg, Ky.; Jack Needham, Columbus, O.; Ray Stout, Ray Friz, Bill Settos, and Francis Rafferty, Springfield, O.; Roy Wells, Dayton, O.; Carl Pfister, Troy, O.; Mrs. Clara Stewart, Saylor Park, O., and Hank Davidson, Lynchburg, O.

Murray Baker, Schine Circuit booker, joined Northio Theatres, Inc., as buyer-booker, replacing Richard McKay, who went to Phoenix, Ariz.

Cleveland

Snow, rain, and ice conspired to keep people and vehicles off the streets but film delivery trucks got through and all films were duly delivered. However, in Mount Gilead, O., the Capitol was closed several days due to lack of heating facilities and rationing of gas.

A new availability has been established in the Greater Cleveland area. All houses playing on the 21st or the 35th day will maintain a single feature policy with pictures of this availability. Double feature availability is shoved up from the 63rd day to the 49th day, and Saturday midnight previews of Sunday shows, in addition to the regular Saturday program, are out.

The Cleveland Showmen's Committee, with the cooperation of all theatres in the Greater Cleveland area, on Feb. 19 launched the News Movie \$1000 prize contest. The object is to reestablish interest in movies, and recreate an appetite to see those missed during the bad weather. The News is publishing daily for 12 days, photos of 12 pictures shown in Greater Cleveland since Dec. 1. The contestant will be asked to identify the picture, the major stars appearing in the picture, and submit a letter of not more than 150 words which of the 12 contest pictures he likes best, and give a reason for this choice. The News is publishing the contest photos on the amusement page so that the contestants will also know what is currently playing at all theatres in the area. Additionally, The News will print a list of 50 pictures, including the 12 contest pictures shown here since Dec. 1. Theatres will be provided with a special promotion tabloid section by The News, containing all 12 contest photos as they appeared between Feb. 19 and March 3 for the convenience of contestants who may have missed one or more of them. Twenty-six cash prizes will be awarded. The final photo will



The recent premiere of Eagle Lion Classics' "The Sun Sets at Dawn" at the Palace, Akron, O., engineered by manager Nes Auth and ELC exploiteer Joe Mansfield, was highlighted by the appearance of Philip Shawn, a native Akronite who stars in the film, and who once ushered at the Palace. Shawn is seen at upper left as he arrived in Akron, with his brother, sister-in-law, and a teenage fan club welcoming him, while at upper right the young actor is glimpsed as he did a radio spot from the Mayflower Hotel. Below, Shawn receives the key to the city from Acting Mayor Roy Browne, while Auth looks on, and, at lower right, Shawn receives an enthusiastic welcome as he arrives at the Palace to make an appearance for the premiere showing of the picture.

appear in the March 3 issue of The News.

"Born Yesterday" won the Cleveland Movie Critics Circle award as the best picture shown in downtown theatres during January.

The Supreme Court of Ohio set March 18 as the date to hear arguments as to whether it should or should not review findings of the Common Pleas Court and the Court of Appeals regarding the legality of "bingo" in the state.

Jack Ochs, associated with the Herbert Ochs-operated drive-in circuit, with his wife and two sons, is spending a month in Orlando, Fla. . . . "Bitter Rice," establishing a record at the Lower Mall, where it is still going strong, is booked into all key spots, E. J. Stutz, distributor, states.

Leo Gottlieb, who left Universal-International two years ago to become ELC branch manager in Pittsburgh, is back as branch manager for Lippert. He succeeds Rube Perlman, who resigned to go to New York. Arthur Greenblatt, vice-president and general sales manager, Lippert, was here to effect the change.

Jerome Wechsler, Warner branch manager, announces the appointment of Ernest Sands as a member of the sales force. Formerly with the Pittsburgh branch, Sands was transferred to Cleveland to succeed the late Dave Kaufman, recently killed.

Marvin White is now doing the buying and booking for the A. G. Constant Circuit, Steubenville, O. . . . David Sandler, president, Theatrecraft Manufacturing Corporation, maker of Mobil-tone in-car speakers and "Little Inferno" in-car heaters, shipped "Little Infernos" to the following drive-in owners: Joe Perrucci, San Jose, Cal.; C. C. Whicker, Robinhood Drive-In, Winston-Salem, N. C.; Cliff Butler, Tesuque Drive-In, Albuquerque, N. M.; E. W. Hammond, Wilson Drive-In, Florence, Ala.; C. L. Cromer, West Columbia, S. C., and the Red Bank Drive-In, Chattanooga, Tenn., and Starview Drive-In, Benson, N. C. Sandler is working on a new speaker model.

Genuine souvenirs of the Korean war were on display in the Allen lobby during Lippert's "The Steel Helmet." They were brought here by Cleveland Gene Gurda, combat artist.

"Born Yesterday" played holdover runs in every key spot, where it has been shown, Columbia branch manager Oscar Ruby reports. . . . Richard Wilcox, son of Mrs. J. S. Jossey, received orders to report for army duty. He is currently operating a drive-in restaurant in Ontario, Canada.

Detroit

Michigan's insane asylums will be combed for cerebral palsy victims in a campaign to restore them to society. The unusual humanitarian program will be financed by the Variety Club. It is hoped to restore scores of inmates once considered insane. Earl J. Hudson, presi-



While in Detroit recently to exploit her latest Paramount picture, "Branded," Mona Freeman held a press conference at the Book-Cadillac Hotel, and is seen here with reporters Helen Bower, The Detroit Free Press; John Finlayson, The News, and Jack Theisen, The Times.

dent, United Detroit Theatres, and Chief Barker, VC, announced the program to the club on Feb. 12. The club's project for 1951, and "undoubtedly thereafter," is the Detroit Variety Club Cerebral Palsy Emancipation Plan. The Variety Club has pledged to raise among its members enough money for a clinic at Ann Arbor, Mich., to handle these cases. First estimates of the cost are approximately \$125,000. The club has also followed with a unique plan of "personal adoptions." "Photographs are going to be made of all those approved for treatment," Hudson explained. "Members of the Variety Club will adopt them individually, and pay for the treatment." He estimated that it would cost \$2,000 to \$3,000 a year for the treatment of each patient. A quick count among members of the club showed that already at least 30 children are assured of a chance to live in normal surroundings. Just how far this project will go is up to the public, but the Variety Club is sure it will surpass even their fondest hopes. The club knows because it originated the "Cancer Crusade" a few years back, and saw it spread to a national scale. The public responded then to a tune of \$14,000,000 in two years.

Gil Green, manager, Michigan, has on exhibit in the lobby Detroit's 250th Birthday Festival exhibit of photographs, drawings, and birthday year calendars. Featured are pictures and drawings of old Detroit as opposed to drawings and architect's renderings of

Detroit as it will appear when new building projects are completed.

Bruno Sinkus, assistant manager, Romona, and Belvin Lyons, assistant, Michigan, are in the army. . . . Donna Caiger replaced Jan Matusik as new secretary to Charles Snyder, executive treasurer, Allied Theatres of Michigan. . . . 20th-Fox salesman Angelo Sepsie has been transferred to the Chicago office. . . . Milton Hale, publicity and advertising, has been left without an office at MGM since the redecorators and painters have taken over. . . . Charles Komer, partner in Community Theatres, is back from a Florida vacation. . . . Al Broder, former manager; Seville, has been replaced by William Mannis, who formerly was with the Times Square. . . . The Lenox, Highland Park, has been reopened by Saul Korman. . . . Edward Jacobson, owner, Monroe, cut his admission prices to 10 cents.

Ollie Brooks, publicity and advertising manager, Butterfield, announced that George Burger, treasurer, Butterfield Theatres, for the past 27 years, retired. A luncheon in Burger's honor was given at the Detroit Yacht Club. Members of Butterfield presented him with a gold cigaret case with the names of those attending the banquet engraved upon it. Burger is now in Florida resting. He will return shortly, and take up residence in Canada, where he has his home.

The Pasadena, closed since Christmas, has been taken over by Dave Newman, who will reopen it soon. Saul Korman has taken over the Apollo from Newman.

Indianapolis

A recent bulletin of the Associated Theatre Owners of Indiana had this to say: "Approximately 800 bills have been introduced to date in the 87th Indiana General Assembly. From now on, the work of the Assembly will be consideration of the measures already introduced because future legislation will require the permission of a two-thirds majority before they may be introduced. Of a dozen or more measures that would affect motion picture exhibitors, two appear discriminatory and unfair. H. B. 329 requires that a drive-in employ one policeman or matron for every 50-car capacity. A group of ATOI members appeared before the committee hearing



Loew's Ohio, Cleveland, managed by Sam Shubouf, recently held the second annual exhibit of the Cleveland Society of Professional Photographers, which helped business.

this bill, and we feel that they have well presented their reasons for opposition to the bill. H. B. 178 makes it an offense to take alcoholic beverage into a drive-in theatre. Although the bill has passed the House, it was vigorously opposed by a number of Representatives. While we do not particularly object to banning alcoholic beverages in drive-ins we do find fault with the implications made by singling out drive-ins. Just today we talked with one of our drive-in members who visited Indianapolis to buy several hundred dollars worth of additional playground equipment for next season, and we know he is not going to spend this money to attract families with small children and then drive them away by tolerating a lot of booze heisters in his theatre. Nevertheless, the bill implies that he and just about every other drive-in operator who is properly conducting his business is operating a 'passion pit'."

George Pappas was made manager, Lyric, Marion, Ind. . . . The city's theatre tax collection of \$92,662 in January took an appreciable drop from the \$116,773 taken during that month the year previous. . . . Jack Lightner was named Gala manager, Garrett, Ind. . . . Walker Chapman, Royal Amusement Company, Honolulu, visited.

"Monogram Week," Feb. 11 to 17, inclusive, found more than 400 prints to be shipped by Monogram exchange. The shipping room was humming with activity. . . . Norman Linz, salesman, Monogram, is being assisted by a cane. He fell on the ice, and sprained his ankle. . . . Harry Whitehill, Union, Uniontown, Ky., was confined by sickness.

National Theatre Company, including Burdette Peterson, manager; Wilbur Smith, Joe Bommersheim, and Toney Newcomb, flew to Cleveland to attend a two-day meeting and sales conference, at the Hollenden Hotel. . . . Columbia has been redecorated and renovated. . . . Donna Meadows, U-I staff, and Robert Rowles were married. . . . Jesse Moss, U-I inspectress, was seriously injured in a fall.

Isaac Sollers, Lyric, Covington, Ind., was confined in Mason Hospital, Decatur, Ill. . . . The father of Mrs. Henry Hermansen, Brook, Brook, Ind., passed away at his home in Curtis, Wis. Mr. and Mrs. Hermansen attended the funeral services. . . . The new theatre at Williamsport, Ind., will be known as the Warren. The 386-seat house will be formally opened on March 1 by C. A. Christy, manager.

Jack M. Story, Mary Agnes, Jamestown, Ky., was called to the service. . . . Clair Stuckey, Warren, Warren, Ind., and the Lakeland Drive-In, Angola, Ind., returned from an extended vacation in Mexico, Texas, California, and the southwestern states. . . . Jerome Heinlen, Arcade, Gas City, Ind., left for Seattle to embark for Korea. . . . Dallas Cannon, Kent, Kentland, Ind., was vacationing at Key West, Fla. . . . George Landis, Amusement Enterprises, was vacationing in Hollywood, Fla. . . . United Film Booking Service will do the

Ruskin Offers "Grass Roots" Plan

PITTSBURGH — Robert H. Ruskin, president, Pittsburgh Lodge, Colosseum of Motion Picture Salesmen, announced the adoption of a plan to help increase theatre grosses last week.

The first part of the plan is for film salesmen to resell motion pictures to the public by going back to the grass roots. This means that the salesmen will donate their own time to speak on various phases of the industry before civic organizations such as the Rotary, Kiwanis, school groups, and women's clubs.

The other feature is the formation of a clinic whereby the salesmen will attempt to aid the exhibitor by advising him as to possible changes of policy with a view of increasing grosses while maintaining film rentals. Ruskin said "Each and every salesman is aware of the fact that the continued survival of the small theatre is as important to him as an individual as to the company he represents."

All Pittsburgh salesmen attended a meeting when the plan was explained. Weldon Waters, general manager, Co-operative Theatre Service, attended also, and announced that the plan will have the wholehearted support of that organization.

buying and booking for the Hi-Way Drive-In, Marion, Ind., Guy Bore and Ralph Marceuccilli operate.

The new Venro, Charleston, Ind., was practically furnished with all its equipment by National Theatre Supply Company including Dual Simplex 4-Star sound equipment, Simplex E-7 mechanisms, Simplex LL-3 pedestals and magazines, Peerless Magnarc lamps, National 404 rectifiers, Walker high intensity screen, Vallan Automatic control and track, and draperies and Crestwood carpet.

Exhibitors in were: Earl Payne, Switlow Circuit, Louisville, Ky.; Matt Scheidler and A. Standish, Hartford, Hartford City, Ind.; Tom Goodman, Goodman Circuit, Corydon, Ind.; A. Richey, Alhambra, Knightstown, Ind.; Walter Weil, Weil, Greenfield, Ind.; Lloyd Mills, Scoop, Louisville, Ky.; S. Davidson, Capital-Shelby, Louisville, Ky.; Nick Baikos, Diana, Tipton, Ind.;

Sam Switow, Switow Circuit, Louisville, Ky.; M. Weinburg, Crescent-Shelmar, Louisville, Ky.; Oscar Fine, Fine Circuit, Evansville, Ind.; Trueman Rembusch, Rembusch Circuit, Franklin, Ind., and Joe Finneran, Rembusch Circuit, Franklin, Ind.

A bill known as the anti-music monopoly bill, which would outlaw Indiana operations of the American Society of Composers, Authors, and Publishers, would ban the playing for profit of an ASCAP tune except for radio broadcasting or telecasting. The ban, to include motion pictures and juke box records which include ASCAP tunes, was introduced in the General Assembly, and is known as Senate Bill 213.

Pittsburgh

Gertrude Berg, star of Paramount's "Molly," was in to spend two days exploiting and publicizing the picture. Press, radio, and television interviews were set for Mrs. Berg, and she was the guest of honor at several women's club luncheons. She was accompanied by Sid Mesibov, Paramount's exploitation manager.

Fred Beedle, president, Morris Finkel, national director, and Wally Allen, business manager, Allied Motion Picture Theatre Owners of Western Pennsylvania attended the National Allied board meeting in Washington, D. C. . . . Abe Weiner, branch manager, Monogram, wishes to thank all Pittsburgh area exhibitors for the overwhelming success of "Monogram Week." . . . John Amoroso leased the Baden, Baden, Pa., from Gust Hages.

William Fox closed the Carnegie, Carnegie, Pa., for extensive repairs, alterations, and modernization. . . . Many of the owners and managers of the 100 or more drive-ins in the Pittsburgh area are getting busy preparing for openings, most planning to open around Easter Week or the week before. . . . Harry Stahl, NuLuna, Sharon, Pa., is recuperating from a mild heart attack. . . . Sam Feinberg, Alexander Supply Company, returned from a visit with his family in Phoenix, Ariz.

John Walsh, Fulton, advises that the first tests on the television equipment being installed at the theatre have been run successfully. Several television shows



On the stage of the Hippodrome, Cleveland, navy reservists were sworn into the naval reserve submarine unit in ceremonies on opening night of Warners' "Operation Pacific."

were shown on the theatre's regular screen.

Bernard Buchheit, general manager, Manos Circuit, advises that all managers are engaged in an intensive drive to bring back as many customers to the theatre as possible. All theatre men are calling personally on customers at their homes and farms, offering theatre tickets as a means to show that pictures are better than ever, and to reacquaint them with the luxurious appointments of the houses. In most of the towns the Kiwanis or other service clubs are invited as a body to theatre gratis, and shown around before it opens, including a visit to the projection room. Radio contests are used on a mystery movie quiz. Songs or dialogue from a film are presented with prizes for those who identify the film. A survey was made to find out what people want in their newspaper ads, with the answers showing that they prefer lots of scenes. As a result the circuit is doing its own ads on many attractions. Short subjects are being played up as potential attractions also. The Manos Circuit operates 21 theatres in small and medium size towns in Western Pennsylvania and West Virginia.

George Jessel, comedian and 20th Century-Fox producer, was in as master of ceremonies for the Hillel Academy benefit show. . . . George Harrison, secretary, Harris organization, is in Florida on a vacation. . . . Bill Elder, manager, Loew's Penn, and his wife were in Camden, Conn., for the funeral of Mrs. Elder's father.

According to Karl Krug, The Sun Telegraph drama critic, a deal is on to give Pittsburgh a second legitimate theatre. . . . Charlie Eagle, manager, Stanley, was visiting his son at Fort Meade, Md. . . . Honey Silverman, Warner Theatres booking department, resigned to join the staff of Carnegie Tech. . . . Charles Comar, personnel chief, Warner Theatres, is having a difficult time finding manpower for the theatres.

The Blatt Circuit, celebrating its 31st year in show business, designated February as "Anniversary Month." Special programs were booked into all houses, with fronts, extra decorations, and unusual exploitation angles featured. . . . For the third consecutive week, film salesmen covering their routes reported close escapes from serious accidents, due to icy roads and hazardous driving conditions. Many report going off the road into ditches with damage to cars but no serious injuries have been reported. Consensus of opinions of the men is that this year has been the toughest for driving in the past 15.

Steve Petner, Strand, St. Michaels, Pa., started a series of amateur shows. . . . United Artists is honoring its venerable salesman, Harry Rees, with a "Harry Rees Month" during March. He has been associated with UA for 30 years, and it is probably a local record for anyone on Film Row.

The Allied Theatre Owners of Western Pennsylvania has withdrawn its pro-

test to the Public Utilities Commission of Pennsylvania objecting to a planned raise in rates for hauling film by Exhibitors Service. The disagreement was settled amicably.

Kay Lockhard, secretary to John J. Maloney, division manager, MGM, was given a special party when she celebrated her 30th year with the company. . . . The Mike Shapiros joined other local exhibitors who are now vacationing in Florida. . . . The George Tices, he is the Columbia branch manager, returned from a Florida vacation but Tice isn't any tanner than when he left. They ran into a spell of cloudy and cold weather.

George Stern, Associated Drive-Ins Theatres of Pittsburgh, in on his honeymoon in New York. He married Marian Bradlin, Youngstown, O.

Kentucky Louisville

Out-of-town exhibitors seen recently included: Lyell Webb, Webb, Burkesville, Ky.; Rex Richards, State, Crouthersville, Ind.; Eric Hammel, Shelby and Burley, Shelbyville, Ky.; George Peyton, Griffith, LaGrange, Ky.; Morris Smith, Valley, Taylorsville, Ky.; James E. Thompson, Sunset Drive-In, Bowling Green, Ky., and L. M. Denton, Shepherd, Shepherdsville, Ky. . . . The Scott Amusement Co., Inc., according to Ethel K. Walsh, president, is the successor to Pic Theatres, which owns and operates the Scott, Scottsburg, Ind., and the Austin, Austin, Ind. Other officers are: Vice-president, Billie Ann Cranford; treasurer, Patricia J. Richards, and secretary, Leland West, all of Scottsburg. The Scott Amusement Company, Inc., has assumed all obligations of Pic Theatres, and will continue to operate under the same policy as Pic Theatres. . . . J. S. Corbett has taken over managership of the Bedford Drive-In, Bedford, Ind., coowned by W. T. McCarrell, Bedford, and Otto Marcum, Louisville. . . . With the temperature dropping, the Kenwood and the Twin Drive-In temporarily suspended operations. . . . Charles B. Wells, Falls City Theatre Equipment Company staff, made reservations to bowl in the annual Melrose Bowling Tournament in Nashville, Tenn.

Visiting were: Luther Knifley, Art, Knifley, Ky.; George Lindsay, Lindsay, Brownsville, Ky.; Robert Enoch, State and Grand, Elizabethtown, Ky.; Lewis Baker, Star, West Point, Ky.; L. M. Denton, Shepherd, Shepherdsville, Ky.; E. L. Ornstein, Ornstein Theatres, Marengo, Ind.; Fred May, Royal, Carrollton, Ky.; Ava Moore, Orpheum, Mitchell, Ind., and C. O. Humston, Lyric, Lawrenceburg, Ky.

According to Eric Hammel, Robert Hackney, his assistant manager at the Burley and Shelby, Shelbyville, Ky., was scheduled to report for induction into the armed forces. . . . Jean C. Johns is the manager of the comparatively new Nicholas, Nicholasville, Ky., owned by Charles H. Behlen, Lexington, Ky.

Bay City

With "Brotherhood Week" activity reaching a peak in preparation for the official observance Feb. 18-25, reports from cities throughout the nation were beginning to flood the office of Charles M. Reagan, national chairman, "Brotherhood Week" committee, amusements division. Offered as a plan for every city in the nation is one submitted by Edward C. Johnson, exhibitor co-chairman for Michigan, who lined up a giant "Brotherhood Rally." Admission will be enrolment in and a contribution to the National Conference of Christians and Jews, sponsor of "Brotherhood Week." Exhibitor co-chairmen are Harold C. Bernstein, Bernstein Theatres; Earl Moore, Butterfield Theatres, and Arthur Alarie, Empire.

Ohio Columbus

Representative James J. McGettrick, Cleveland, Democrat, prepared a bill for introduction in the Ohio House of Representatives that would require Ohio State University to televise its home games. . . . Gambling for charity would be legalized in a bill introduced in the House of Representatives by Representative Paul B. Siple, Democrat, Lawrence County. The bill would require profits from gambling to go for charitable purposes.

P. J. Wood, secretary, Independent Theatre Owners of Ohio, said that 1200 additional political subdivisions would be permitted to levy taxes on theatre admissions if the Ohio legislature approves House Bill 292, introduced by Representatives Kenneth A. Robinson, Marion County, and Fred Cassel, Wyandot County, both Republicans. The bill would allow township trustees to levy taxes up to three per cent on admissions. Wood said that this legislation would tax substantially 95 per cent of all Ohio drive-ins and a few regular theatres outside municipalities.

A six and one-half pound baby boy was born to Mrs. Ervin Hays, Whitehall, O., in an emergency squad car parked in front of the RKO Palace. . . . The Palace was closed to the public for the Lazarus department store "Centennial Showcase."

A local "Queen of Hearts" was awarded the Burt Lancaster trophy on Loew's Ohio stage in advance of "Vengeance Valley." Walter Kessler, manager, Ohio, cooperated with the "Heart Fund" committee.

Columbus marines and ex-marines were guests at a screening of "Halls of Montezuma," Neth's Markham. The picture started its regular showing at the RKO Palace.

Wilmington

Kroger Babb, president, Hallmark, received two awards on the west coast, the Sid Grauman showmanship award and the Santos-Dumont Aeronautical Foundation trophy.

Norman Glassman Heads Independent Exhibitors, Inc.

BOSTON — Norman Glassman, Rialto, Lowell, Mass., was last week elected president, Independent Exhibitors, Inc., at the annual meeting.

Other officers include: first vice-president, Irving Isaacs, Telepix; second vice-president, David Hodgson, Princess Amusement Company; secretary, Al Lourie, Adams, Dorchester, Mass., and treasurer, Melvin Safner, Rhode Island.

Directors for one-year are: Katherine Avery, Leslie Bendslev, Viola Berlin, Leonard Goldberg, Fred Markey, Daniel Murphy, Francis Perry, Sam Resnick, Julian Rifkin, Ted Rosenblatt, Meyer Stanzler, Leon Task, Andrew Tegu, and Charles Tobey.

Nathan Yamins was reelected delegate to National Artists.

NEWS OF THE

Territory

Boston Crosstown

Although it's strictly up to the weather man, many drive-in operators are hopeful of reopening their situations by Easter. Placing of government war contracts with many local factories and the resultant upsurge in employment, which is expected to reflect at boxoffices, is the main factor in the ozoner exhibs' reasoning.

All booth equipment, seats, carpets, and office equipment of the defunct Old South were to go under the auctioneer's hammer. The house has been closed for more than two years, and the building will be converted into stores.

Jim Tibbetts, manager, Loew's Orpheum, was elected Junior Vice-Commander, Macaulay Post 270, at a special election held recently to replace Al Thompson who returned to active duty in the navy. Marcel Meckleburg was elected member of the executive committee to fill the vacancy caused by Tibbetts' resignation.

Irving Rubins, co-producer, "The Sound of Fury," spent several days here recently. He was subjected to a round of press, radio, and TV appearances.

Editors of The Harvard Lampoon awarded their newly created "Roscoe" to filmster Elizabeth Taylor "for so gallantly persisting in her career despite a total inability to act." Continuing in the same vein, the magazine listed as



Myer Beck, right, vice-president, Stanley Kramer Distributing Corporation, is shown in New York as he recently accepted the Protestant Motion Picture Council's award for February from William McVey, editor, The Christian Herald, for "Cyrano de Bergerac," produced by Kramer, currently released by UA.

"worst" pictures for 1950: "Samson and Delilah," "Our Very Own," "Three Came Home," "The Next Voice You Hear," "American Guerilla in the Philippines," "Cheaper by the Dozen," "Stromboli," "The Flame and the Arrow," and "Duchess of Idaho."

Eliminations announced by the Bureau of Sunday Censorship included the following: "Naughty Arlette," parts 1 to 10. (Deletions: Eliminate scene showing Arlette sitting on table with her legs exposed, in part 7. Eliminate scene showing Henri rubbing girl's neck while on divan, in part 9). ELC: "Seven Days To Noon," parts 1 to 10. (Deletions: Dialogue, word "Damned," in part 2. Word, "Damned," appearing twice in part 3). Maylux. The motion picture entitled, "They Were Five," parts 1 to 9, World, approved 1940, with deletions, is hereby corrected to read as follows with corrected title and exchange: "Five Men and a Woman," parts 1 to 9. (Deletions: Scenes showing Gins in lingerie and Jean putting his hand on Gins's chest in part 5). Hoffberg.



Above are city and state jurists who made up an enthusiastic audience for the recent special showing of MGM's "The Magnificent Yankee," hosted by Loew's Poli manager G. E. Freeman at the screening room of Western Massachusetts Theatres, Springfield, Mass. The showing was a part of a comprehensive publicity ballyhoo for the show.

New England Bowling

BOSTON — Independent Theatres tied with New England Theatres last week, the fourth week of the New England Theatrical Bowling League's second half, while Harry's Snack Bar rose to second place, American Theatres and Affiliated Theatres were even for third place, with RKO close on their heels, and Macaulay American Legion Post was in the cellar with MGM.

Standings to date show:

Team	Won	Lost
NE	13	3
Inde.	13	3
HSB	12	4
Amer.	7	9
Aff.	7	9
RKO	6	10
Leg.	3	13
MGM	3	13

INDIVIDUAL AVERAGES

Plunkett, NE 101.0	Smith, RKO 86.6
Freeman, HSB ..100.0	McGerigle, RKO ..86.6
Serra, Inde. 96.9	Rahilly, HSB 86.3
Burlone, NE 94.4	Castro, HSB 85.4
Fahlbusch, NE ...92.8	Cavicchi, Leg. ...85.3
Hochberg, Aff. ...92.1	Anderson, HSB ...84.6
Rathgeb, MGM ...91.7	Young, Inde. 84.6
Morton, HSB 90.8	O'Hara, RKO 84.5
Romanoff, NE 90.8	Spingler, Leg. ...84.3
Levin, Inde. 90.7	Alfano, Amer. 83.4
Saver, Leg. 90.0	Rowe, Aff. 81.9
School, MGM 89.9	McCarthy, Amer. .81.8
Goldman, Aff. 89.4	LaCross, RKO ...81.7
DeBrueil, Amer. .89.3	McGowan, MGM ..81.0
Farrington, Aff. .88.7	Feinstein, Amer. .80.6
Hill, Inde. 88.3	Dooley, Leg. 80.3
Arsenault, NE 87.4	MacIntyre, Amer. .79.7
Vieira, Leg. 87.4	Downing, RKO ..79.3
Field, Aff. 87.0	Oberman, MGM ..69.5
	Fineberg, MGM 67.7

HIGH SCORES

Singles: Burlone, NE, 121-106; Fahlbusch, NE, 112; Freeman, HSB, 107; Owens, Inde., 136; Hochberg, Aff., 102; Morton, HSB, 113-106; DeBrueil, Amer., 106; Rahilly, HSB, 110; Spingler, Leg., 111; Hill, Inde., 105. Three strings: Burlone, NE, 326; Morton, HSB, 317; Owens, Inde., 311; Freeman, 303.

Lloyd Bridges, star of "The Sound of Fury" was in Portsmouth, N. H., on location shooting a picture. Plans to visit Boston were disrupted due to snowstorms and miserable weather.

Captain Harold Auten has chosen Boston for the American premiere of "Chance of a Lifetime," scheduled to

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open at the Copley. Captain Auten is expected in town to meet the press, and aid in the publicity campaign. Joe Wolhandler is handling the exploitation for the premiere.

Joseph Lerner, producer and director, "Mr. Universe," and his wife, associate producer and editor of the film, were in prior to the opening at the Paramount and Fenway. The couple were guests at a luncheon at the Ritz, where they underwent the usual interviews with the press followed by radio and TV appearances.

Playing of Warners' "Jim Thorpe" at the Met this spring will bring back memories to manager Max Naylor, a former All-American from Colgate University.

The American Theatre Corporation, "Search for Talent" winner, singer, Richard Montbleau, was off to New York for interviews with Warners' talent boss, Harry Mayer. . . . Samuel Maloof, projectionist, Kenmore, is scheduled to take a leave of absence for several weeks in order to attend the RCA television school in New York.

Francis Driscoll, MGM booker, and projectionist George McGilvray, Hyde Park; William Kiley, Mayflower, and James Concannon, ex-Scollay Square, are serving on juries in Boston Municipal Court.

On the sick list were: Harry Rotman, projectionist, Metropolitan, at Pratt Diagnostic Hospital for a check-up; Charles Fermoye, projectionist, Brookline Village, at Beth Israel, for a cataract operation, and Leo Goodman, projectionist at Boston City Hospital, for a minor operation. . . . Dave Kaplan, Telepix projectionist, fell on Washington Street during recent storm, and was suffering from a strained back.

Film District

Rudy Berger, MGM southern sales manager, returned to New York City. Ralph Banghart, RKO publicist, contributed a large amount of material regarding the industry to Alan Frazer's column in The Boston American. . . . Art Moger, WB exploiter, has been approached by two national magazines to contribute an article commemorating the 25th anniversary of sound. He scripted "Okay for Sound," WB featurette used extensively in sound's 20th anniversary. . . . Stan Davis, RKO booker, recently won the junior state championship in a squash tournament. . . . Janet Ward, recently here in "King of Friday's Men," is the daughter of Gene Warner, WB home office executive. . . . Arnold Van Lear, Paramount publicist, inveigled Marblehead, Mass., ex-police chief A. M.

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Boston's Mayor John Hynes greets marine inductees on the stage at Keith's Memorial during ceremonies staged in connection with the recent run of 20th-Fox's "Halls of Montezuma" as a marine guard and "Miss Montezuma" stand by.

Shattuck, 78, into seeing his first motion picture recently. He attended a showing of "Mr. Music" at the Warwick, Salem, Mass. . . . Bert Lahr and wife were expected here for radio and press interviews in connection with "Mr. Universe." Max Miller was in aiding ELC field man Joe Mansfield on ballyhooing "Mr. Universe." . . . Betty Doherty, secretary to Bill Horan, WB Division manager, was proudly displaying a caricature of her pet cat, "Sylvester."

Sam Richmond, owner, State, Lawrence, Mass., recently became New England distributor for Lux. His Boston office will be in the Screen Guild building, 56 Piedmont Street. Formerly a film buyer for Proven Pictures and Lockwood and Gordon, he has been a theatre operator for the past 10 years, and, under his new setup, will be in charge of New England and Connecticut.

Independent Exhibitors' bulletin devoted two pages to blasting "Oliver Twist" and "The Miracle," claiming showing the controversial pictures will set back the industry's good name by 10 years.

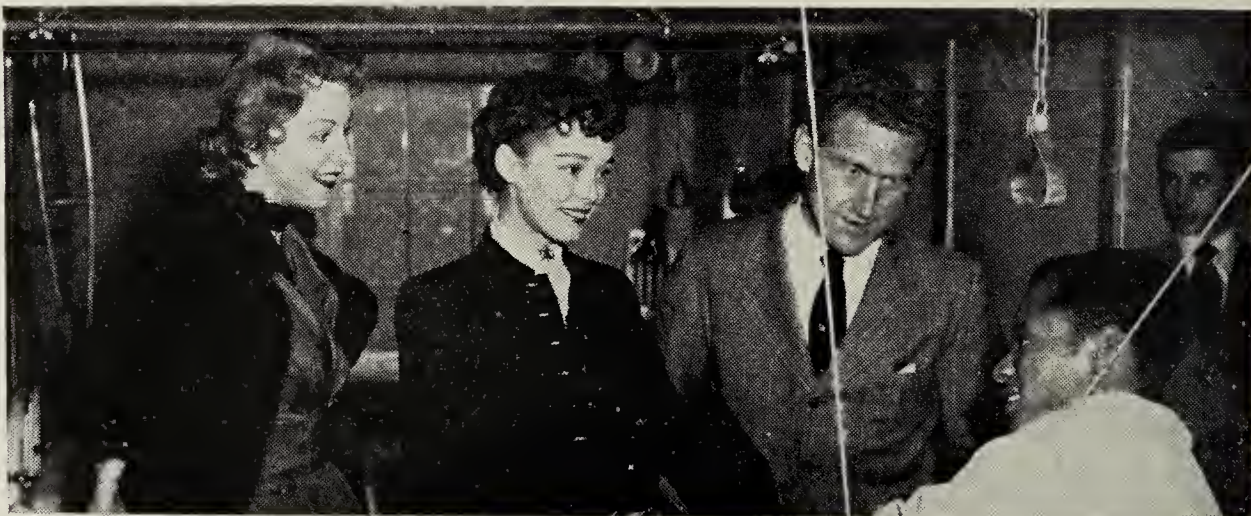
Two Legislative bills, one prohibiting projectionists from working more than six days and the other prohibiting certain other theatre personnel being requested to work more than six days weekly, were withdrawn by mutual consent. Stating that in their opinion, the provisions of the bills were already covered by existing state laws, David Kaplan, Projectionists' Union, and Ken Kelly, AFL, requested the withdrawal.

Les Bendslev, Arthur Howard, Walter Mitchell, Leonard Goldberg, Norman Glassman, and Ray Feeley went to Washington as delegates to the National Artists board meetings.

A special screening of "The Sound of Fury," sponsored by the National Conference of Christians and Jews, took place at the Astor. . . . Miss Marjorie Nutt, Wilbur, Eastport, Me., dropped in to see some of her friends in the district while on her way to New York City. . . . Corliss, North Woodstock, N. H., closed, will reopen in the Spring. . . . The Town Hall, Northbridge, Mass., cut its schedule to one day a week, Saturdays. . . . Two American Theatre Corporation houses, the Dudley, Roxbury, Mass., and Bellevue, Roslindale, Mass., reopened.

New Haven Crosstown

Morris Rosenthal, Loew's Poli, and his staff were working on angles to bally Frankie Carle and orchestra, on stage. . . . Bill Brown, Bijou manager, was due to leave New Haven for his new position as manager, Loew's Majestic, Evansville, Ind. Paul Klinger, manager, Strand, Waterbury, was reported slated to take the Bijou post. . . . Jim Darby, Paramount manager, used a mailing list to bally "September Affair." . . . Howard Spodack, Paramount, resigned. . . . Mrs. Hester Meyers, Paramount, resigned because of illness. . . . The Mount Holyoke Club gives a benefit movie at the Lincoln. . . . Folks were sorry to hear of the recent passing of William J. O'Connell, stage manager, College. Managers of theatres served as honorary bearers, and members of the stage hands local were active bearers. . . . "You Can Beat the A-Bomb" was shown in cooperation with the New Haven Civilian Defense Organization at the Roger Sherman. . . . Russell St. John, Stanley Kramer Productions, was in working on "Cyrano de Bergerac," Crown. . . . H. Cohen, manager, Dixwell, made a nice tieup with a Hamden dairy for "The Milkman." Several days in advance, Cohen had his staff dressed in dairymen's outfits, and also had the local dairy giving out free chocolate milk. . . . Special children's shows are slated to start soon at the Fairmount. . . . Angelo Tomasino, son of Mike Tomasino, former White Way exhibitor, will leave Italy soon. . . . The Hamden Strand had a special PTA



MGM stars Arlene Dahl, Phyllis Kirk, and James Whitmore, chat with a patient at Murphy General Hospital during their recent visit to Boston for p.a.'s on behalf of MGM's "The Magnificent Yankee," based on the life of Justice Oliver Wendell Holmes.

show. . . . Incidentally, the Strand bowlers are first in the New Haven Big Pin Bowling League. In a recent set, the Five Johnsons broke three different records. Frank Johnson had a high single of 279, and the team had a high single game total of 1046 and had a high three-game total of 2991.

The men with the money are to blame for decreasing attendance at the movies, and not television, according to Filippo Del Giudice, executive producer, J. Arthur Rank Productions in England, who spoke to students in the Yale Department of Drama. He criticized bankers who finance movies and distributors for demanding "western and other low-intelligence movies" instead of supporting film studios in making "A" pictures.

Meadow Street

Arthur Greenfield, U-I, introduced the speakers at the "Brotherhood Week" meeting at the Crown. . . . Film Employees Local B-41 had a meeting. . . . Thelma Chasin, 20th Century Fox, attended a wedding recently. . . . Mickey Ketanick, former MGMite, now a New Yorker, visited. . . . Mike Langelo, former MGM shipper, now with the 43rd Division, was in.

The State, Manchester, was the scene of the 24th annual concert sponsored by the Manchester Police Aid Association. . . . Bernhart Hoffman, Warner Theatres, headed a group of the New Haven committee of Brandeis University Associates, which sponsored a dinner at the Woodbridge Country Club. . . . Mrs. Vera DiPalma Sante Croce, WB, is back following her honeymoon trip to Florida. . . . Lou Phillips, Capitol Theatre Supply, installed the new style RCA plastic screen at the Branford, Branford, and Alcazar, Naugatuck. . . . James Fensore, veteran projectionist, Loew's Poli, Bridgeport, is a patient in Rocky Hill.

Connecticut

Berlin

The Zoning Commission reserved decision, following a public hearing, on the application of George LeWitt, New Britain, for rezoning of land in the town to permit erection of a new drive-in project. Chief opposition to the LeWitt proposal came from C. George Varriale, member, Town School Building Committee, who, after citing traffic hazards, cost to the town, and a reported feeling that open air theatres are "nuisances," charged that the drive-in can cause moral downfall of the town's young people.

LeWitt, in reply, declared: "If I were a Berlin resident, I'd be offended at the implications Mr. Varriale makes. I am certain that the girls of Berlin have a higher regard for their virtue than to trade it for the price of a movie ticket. If you were to believe those charges, you'd have to prohibit them all from going out of town, where there are outdoor movie houses."

Danbury

The Palace has a new admission price policy in effect: Evenings, Monday



Following press and radio interviews, stage appearances, and an hour-long "March of Dimes" plug over WMAS, MGM stars relax with Loew's officials during a recent personal appearance visit to New Haven. Seen from left are George Freeman, manager, Loew's Poli, New Haven; Lou Brown, Loew Poli; Arlene Dahl, Harry Shaw, Loew's Poli division manager; Phyllis Kirk, and character actor James Whitmore.



A platoon of marine recruits was sworn in on the stage of the Loew-Poli, Hartford, Conn., as part of the recent campaign arranged by manager Lou Cohen and manager Norman Levinson for their engagement of 20th-Fox' Technicolor "Halls of Montezuma."

through Friday, adults, 60 cents, and children, 25 cents; Saturday night, Sunday, and holidays, adults, 65 cents, and children, 25 cents.

Hartford

George E. Landers, division manager, E. M. Loew's Theatres, announced the appointment of Roger Wood as assistant manager, State, Holyoke, Mass. He was slated to name a replacement shortly for Don King, relief manager, E. M. Loew's,

Hartford, due to resume his regular duties as Washington, D. C., area supervisor, E. M. Loew Circuit. . . . Anthony Latina has been moved up to assistant manager, Strand, replacing Dominick Suriano, resigned.

Nick Kounaris and Paul Tolis, partners with George Ulyssis in the Meriden, Meriden, announced their purchase of the interest held by Ulyssis in the theatre. Kounaris and Tolis will now oper-

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—BOSLEY CROWTHER, N. Y. Times

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ate the Meriden, Meriden, and Newington, Newington, Paul S. Purdy serving as general manager.

Jim McCarthy, manager, Strand, and Paul Daniels, U-I exploiteer, promoted security talks before industrial plant staffs and a sneak preview as part of their promotion for "Target Unknown."

Jim Doran, Loew-Poli student assistant, and Sandra Jarvis are engaged. . . . Jack Delgaudio, State, was recalled to active duty in the air forces. . . . Paul Papa, former Strand assistant manager, left for the middle west to enter a seminary. . . . Gustave Larson, Loew-Poli Palace, resigned. John Dally replaces.

Manager Fred R. Greenway, Loew-Poli Palace, was ill as were Mrs. Frances Cramer and Miss Irene Moquin. . . . Jim McCarthy, Strand manager, tripped to New Haven to attend a regional publicity meeting on "The Enforcer."

Jack Mitchell, chief projectionist, Colonial, is back in the booth after a year's leave of absence.

Paul Purdy, Kounaris-Tolis Theatres, in town from Meriden, reported the addition of Edith Gray to the Meriden staff. . . . Peter Lennon is new at the Eastwood, East Hartford, succeeding Eugene Belcher, resigned.

A special screening of "The Magnificent Yankee" was held at the Bushnell Memorial by manager Lou Cohen, Loew-Poli, for Governor John Davis Lodge, members of the governor's staff, and the legislature. A special showing of "I'd Climb the Highest Mountain" was held at the Avery by Cohen and Ben Simon, 20th-Fox.

Lou Cohen, Loew-Poli manager, and Lou Brown, Loew-Poli, were hosts at a press luncheon at the Hotel Bond honoring Susan Cabot and Alex Nicol, "Tomahawk."

Meriden

The Kiwanis Club will hold its annual starlet show at the Palace.

A local exhibition pioneer, Charles M. Nellis, 94, died. Nellis was the first in the city to show motion pictures commercially.

Middletown

Over \$400 was collected by theatres for the March of Dimes, it was announced by Salvatore Adorno.

Torrington

Anthony P. Ellis has been elected president, Local 402. Others chosen are: Vice-president, Clinton Goodwin; recording secretary, Edward T. Wood; financial secretary and treasurer, Lee Breton; business agent, Michael Scanlon; trustee, John J. Tarter, and sergeant-at-arms, Jack Wood. After the recent meeting, refreshments were served in honor of Wood, leaving for Florida.

Waterbury

Bob Carney, Palace, was master of ceremonies at a benefit for "The March



In Washington at a recent dinner hosted by MPAA President Eric Johnston in honor of the Italian government for its support of American producers filming in Italy are Joseph Hazen, Massachusetts Representative Joseph Martin, Joan Fontaine, Hal Wallis, and Johnston. Paramount's "September Affair," starring Miss Fontaine, and produced in Italy by Wallis, was screened for the distinguished guests at the dinner.

of Dimes." . . . Fifteen marines from the Waterbury area who will serve with the "Halls of Montezuma Platoon" were sworn in in ceremonies on the stage of Loew's Poli.

Windsor

Bill Daugherty, manager, Plaza, was vacationing in Florida.

Massachusetts Fall River

The Somerset, closed for the winter, reopens on Easter Monday. Alan Lee and his summer stock company will return.

Lynn

Red Cross solicitors for blood donors set up booths in the Warner lobby. . . . Manager Royce Beckman, Warner, will welcome the churches at noon day services at the Warner during Holy Week.

Frank Prioli, Uptown projectionist and Central Labor Union president, was the pianist at a Lincoln Day dinner. . . . The Uptown has a new manager in Albert Donovan, former manager, Court Square, Springfield, Mass.

Springfield

CAPITOL: Norman Corbett resigned to go into defense work. . . . Miss Wilhelmina Hall replaces Miss Rose Kantor. . . . Donald Clifford, recently discharged from the armed forces, is the new assistant.

PHILLIPS: Henry Splains and Jack Lawlor are new. . . . Manager Charles Hurley was named chairman, Forest Park Merchants' Luncheon Association. He is also secretary.

BIJOU: Roy Jones, Columbia, was in prepping "Valentino."

PARAMOUNT: "Frenchie" patrons were invited to drop names and addresses in a lobby box. A pair of "Frenchie" shoes was awarded each day from the Woman's Shop, which had a display in the foyer.

New Hampshire Dover

John E. Fagan, manager, Strand, has been named to the board of directors, Dover Retail Merchants association.

Portsmouth

The Temple, Houlton, Me., has been purchased by J. W. Bridgham and Son, owner, local Uptown. The purchase gives the company five houses in northern New England. Other theatres owned by Bridgham and son are in Presque Isle, Me.; Barre, Vt., and two here. The Houlton theatre has been in operation since 1918, and has a seating capacity of 726.

Harry L. Dowdell, 65, manager, Olympia for six years, died following a brief illness. He had retired last spring because of failing health. A Democrat, he served as representative to the State Legislature in 1923. He was also a member of the Board of Education for several years.

An all-day burlesque type show was presented at the Arcadia for adults only. No children were admitted during the engagement.

Vermont Rutland

Six young women were nominated as candidates for "queen" at Rutland's winter carnival from a group of 36 aspirants by businessmen, including Frank A. Vennett, manager, who met at the Paramount.

Springfield

Ralph G. Lucius, former assistant manager, Ideal and Avon, enlisted in the navy, and is training at Newport, R. I.



Tim O'Toole, retired Columbia branch manager, New Haven, and his wife, are enjoying the sun at their Fort Lauderdale, Fla., home, as this recent shot attests.

NEWS OF THE

Territory

New York City
Crosstown

Closing of the Minerva, Brooklyn, was announced. . . . Sidney Dreyer is the new operator of the Acme, Brooklyn. . . . The Rialto, Paterson, N. J., is now operated by the M. and M. Amusement Corporation. . . . The Star, Mill Town, N. J., closed. . . . New operator of the Grove, Brooklyn, is the Farthin Corporation, booked through Island Theatre Circuit. . . . The Murray Hill, formerly the Embassy, is now operated by the Myrlow Corporation. It books through Brandt.

Abby Television, Inc., a newly formed production-distribution company, has completed a package of 39 feature films for TV release. This is the initial package out of the 93 features, on which it purchased all TV rights. Herbert H. Jacobs, vice-president and general manager, heads the company.

The music world got a taste of Hollywood kleig light fanfare as musical virtuosi, critics, and editors, mingled with the cream of New York society to jam the 582-seat Park Avenue for the world premiere of 20th Century-Fox's "Of Men and Music" for the benefit of the Hospitalized Veterans Music Service.

Abe Dickstein, new 20th-Fox branch manager, was honored by some 40 exhibitors and exchangeites at a luncheon at Sardi's. Wilbur Snaper, Snaper Theatres, and Harold Blumenthal, Fabian Circuit, handled the arrangements.

Home Office Employees Union, Local H-63, IATSE, was preparing to file petitions with the NLRB for new bargaining elections at the Paramount home office and the Loew's exchange. Harold Spivack, union's counsel, was to file both petitions. The union asks representation of publicists as well as office help in the petition concerning Paramount, while only white-collar workers are concerned in the ones involving Loew's.

George W. Steck, assistant radio manager, Westrex Corporation, subsidiary of Western Electric Company, Inc., left for the Near East to make engineering surveys on radio communications systems. . . . W. A. Scully, domestic sales consultant, U-I, arrived from Florida.

A replica of the "Black Maria," the first motion picture studio, was presented to Miss Mary Pickford by Charles Edison, former governor of New Jersey and Secretary of the Navy, at the annual luncheon of Edison Pioneers, a group of Thomas Alva Edison's early associates and their descendants, at the Hotel Astor. The luncheon this year highlighted the 60th anniversary of the invention of the motion picture camera in addition to the commemoration of



Manager Bud Levy and Frances Ramsden, starred in RKO's "Mad Wednesday," admire a recent display of advance notices of the film in the lobby of the Globe, New York City, prior to its run.

the 104th anniversary of Edison's birth on Feb. 11. In introducing Miss Pickford, who was guest of honor and speaker at the luncheon, Edison recalled that she knew the inventor personally, and that a scroll designating him as the first honorary member of the Academy of Motion Picture Arts and Sciences, and bearing her signature, hangs on the wall of his West Orange (N. J.) library.

William C. MacMillen, Jr., president, ELC, left for the coast to discuss future product. . . . Barney Balaban, president, Paramount Pictures Corporation, and Jack Cohn, vice-president, Columbia, have been named associate chairmen of the Amusement division of the Joint Defense Appeal campaign in Greater New York. . . . I. G. Goldsmith, producer, "Three Husbands" and "The Scarf," both United Artists releases, is here in preparation for the New York engagement of "Three Husbands" and for national releasing plans on "The Scarf."

Some local theatres have been increasing prices of late, the hikes ranging from five to six cents. . . . Bob Bernhard resigned from ELC. . . . An example of goodwill among the majors was furnished at the winter meeting of the Columbia University Journalism Alumni Association. Si Seadler, advertising manager, MGM, was master of ceremonies at this session that featured a preview of Paramount's "The Mating Season."



Model Amy Newell releases one of the balloons used by manager Sam Pearlman to herald his recent run of Lippert's "The Steel Helmet," State, New York City. Pearlman gave \$25 bonds to retrievers of the balloons, adding interest to the stunt.

The film and its star, Thelma Ritter, were lauded by Seadler and also by Len Spinrad, one of the officers of the Alumni group and a Warner publicist. Miss Ritter addressed the group.

Mayor Vincent Impellitteri, Arthur Wallander, director, New York City Office of Civil Defense, and Grover Whalen, coordinator of recruiting and public information, enlisted the support of the industry at a luncheon when representatives of the industry pledged their complete support of the civil defense effort. These officials requested the industry's cooperation in registering volunteers inside theatres, producing and displaying trailers, and helping public information civil defense rallies. Representatives at the luncheon included Maurice Bergman, U-I; Harry Brandt, Brandt Theatres; Walter Brecher, Leo Brecher Theatrical Enterprises; Max Cohen, Cinema Circuit; Herbert Copland, Warners; Ned Depinet, RKO; Benjamin Fielding, Loew's; Emanuel Frisch and Harold Rinzler, Randforce; Arthur Israel, Paramount; Nicholas Matsoukas, Skouras Theatres; Samuel Rosen, Fabian; Leon Rosenblatt, Rosenblatt-Welt; Edward Rugoff, Rugoff and Becker and Metropolitan Theatres Association; James Sauter; Sol Strausberg, Interboro Circuit; Fred J. Schwartz, Century Theatres; Sol Schwartz, RKO Theatres; George P. Skouras, Skouras Theatres; Morris Seider, Prudential; Steven Stevens, 20th-Fox; Joseph R. Vogel, Loew's; Robert Weitman, United Paramount Theatres, and Walter Allen and Bernard Ridge, aides to director Wallander.

The Bryant previewed for the motion picture and French language departments of New York University the new Claude Autant-Lara film, "Oh, Amelia." . . . Raymond Burke, assistant manager, Loew's Post Road, resigned to enter the navy. . . . There was a benefit performance at the Trans-Lux 52nd Street for the Play Schools Association of New York. . . . The old Belmont has been completely redecorated. For the gala opening on March 2, Souvaine Selective Pictures, Inc., will present the American premiere of "The Lovers Of Verona."

New Jersey
Newark

Ed Kane, manager, Stanley, Jersey City, N. J., had a naval campaign for "Operation Pacific." Top ranking officials of the naval reserve were guests. Rubber rafts, diving suits, and special shipboard radio equipment were used for a lobby display. . . . J. V. Stark, manager, Castle, Irvington, N. J., concluded a singing contest for kids. . . . The Montana Rangers made a personal appear-

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ance at the Castle, and Stark tied in with a dancing school arranging a juvenile dancing contest.

Edward Batlan, formerly district manager, Warner Jersey Theatres, has his own hardware store in Cranford, N. J. . . . Mrs. Rose Hanley O'Toole and Kay Wondracek, for many years with Warner Brothers Jersey office, resigned. . . . In celebration of St. Valentine's Day, William Waldron, manager, Hudson, Kearny, N. J., presented the John Mucera Dancing School from the stage.

Jordan Eskin and his father, Harold S. Eskin, Amusement Enterprises officers, protested an ordinance approved by City Council limiting the employment of projectionists to Newark residents, charging the ordinance was linked to the labor difficulties at their closed Avon and Cameo. The charge was denied by Safety Commissioner John B. Keenan. The measure requires projectionists to be Newark residents for a year before they may be licensed, and requires them to be examined at least twice a year.

The Star-Ledger ran an institutional ad proclaiming: "Don't miss the good ones," running stills of several pictures. Over two columns, it contained copy asking people to go to the movies.

Adolphe Finkelstein, manager, Embassy, Orange, N. J., solicited the cooperation of merchants to help celebrate the theatre's 25th anniversary. . . . Jack Conhaim, manager, Hollywood, East Orange, N. J., contacted the Seggy Museum, New York, and Newark Museum on "King Solomon's Mines." . . . The Warner, Harrison, N. J., had Shandin the magician in person as an added attraction. . . . Sam Mutterpearl, manager, Tivoli, lost his father.

New York Albany

The Bertrand, Clayton, owned by Owen J. Bertrand, was badly damaged by fire. . . . Harry Goldberg, Loew's branch manager, and Mrs. Goldberg left for a stay at Palm Beach, Fla. . . . Edna Joyce, Columbia cashier, has been confined with the grippe. . . . Ben Smith is elated over the fact that he is again a grandfather. . . . Ray Wylie, New Haven, was in to confer with Max Friedman, Warner Theatres' film buyer. . . . Harold C. Tatro is the new assistant to Oscar Perrin, manager, Ritz. . . . Vince Markee, advance man, "Dr. I. Q.," was in to confer with Gerald Atkin, Warner Theatres' advertising director. "Dr. I. Q." appeared at the Lincoln, Troy, and the local Strand. . . . A kick-off dinner for "Brotherhood Week" was held at the Ten Eyck. . . . Eleanor Trombly joined the office staff at Warner Theatres.

—M. E. B.

Cohoes

Fabian's Cohoes recently held four benefit showings for the Cohoes Mounted Auxiliary Police, organized to assist regular police and members of the municipal Defense Council in the event of emergencies. . . . George Seed, manager, Cohoes, obtained excellent collection results for "The March of Dimes."

EYEING THE

Exchanges

NEW YORK—The railroad strike was the cause for those worried looks in the shipping rooms. Although air express and trucks were used to get some film out, the shippers could do little as they watched the film pile up. The gradual return to work then eased the situation.

MGM—Assistant cashier Mike Levin left for the army, and the office staff presented him with a set of military brushes. . . . That happy, but surprised, look on film inspectress Katherine Schwartz's face was brought on by the fact that she celebrated 36 years of wedded bliss on Feb. 11. . . . Dorothy Hall, who came from the London office, has been promoted from the contract department to the boxoffice statement department. . . . Film inspectress Nora Tobin enjoyed a winter visit with Mrs. Gouiley, who came in from far off Newfoundland. . . . The contract department

Rochester

Envy of the town is that new Oldsmobile red convertible driven by Glenn Lazar, Schine city manager. . . . Morris Slotnick and Phil Cohen, Cinema, had morning and midnight previews of "Bitter Rice." . . . John Horton, Aquinas student and formerly at RKO Palace, is new assistant manager, RKO Temple.

Schine houses raised prices five cents, and Howard Carroll indicated the Strand would go to 40 cents nights along with the Grand. . . . The RKO Temple kept the 65-cent top except when playing RKO Palace moveovers at 70 cents. . . . Jack Giambrone became manager, Slotnick-Cohen Midtown, Buffalo.

William B. Schulman, publicity chief, Realart, was in at the RKO Temple. . . . Tom Clark, former manager, Loew's Strand, Syracuse, is now in business in Rochester. . . . Friends were congratulating Bud Lewis, manager, Schine's Cameo, on the birth of Linda Lee, the new small sister of Sandra.

Manager Lester Pollock, Loew's entertainment chairman, Police Ball, signed the Guy Lombardo band. . . . Schine's Grand was installing an elaborate candy concession booth to replace a store adjoining the lobby. . . . Manager Arthur Krolick, Paramount, and Louis Thompson, Regent, collected \$2,632 for the March of Dimes. . . . The Cinema got \$606 as compared with \$280 last year.

PROJECTIONISTS' CORNER: Billy Holmes was vacationing for six weeks in Florida. . . . Louie Goler flew to Albany to attend the Carnival Association meeting, and somehow the B. Forman construction job progressed without his supervision. . . . Lawn Clark's car had only 1,000 miles on the speedometer after six months, and the boys were wondering if he was saving it. . . . Walter Knopf planned a Florida sojourn in March hoping the sunshine would do him good.

—D. R.

welcomed Gertrude Wilbur, promoted from mail clerk.

U-INTERNATIONAL—Friends and co-workers were happy to see film inspectress Marie Johns back after being sick. . . . Abe Rotner, popular exhibitor, had some amusing comments to make on business conditions. . . . Office boy Harold Kaminsky left, and his job was filled by Jerry Grieb. . . . Judie Dallek was going around the office reflecting some of the sunshine her mother brought back from Florida. . . . Film inspectress Florence Knight was accepting birthday congratulations on Feb. 2.

COLUMBIA—Nat Cohn district manager, was enjoying a Florida vacation. . . . Film inspectress Alice Duke was back after two weeks on jury duty. . . . Howard Marlow, booker, had his army physical. . . . The girls in the film inspecting room bid farewell to happy Beatrice Hensel, who left to change that Miss to Mrs. . . . New office boy Alexander Nicolescu arrived from Italy eight weeks ago. . . . Nanette Issacs is the new typist. . . . Frank Giordano, formerly of the shipping room, is now stationed at an army camp in Missouri.

RKO—Frances Atlas, biller, joined the ranks of the happily married on Feb. 10. . . . Ed Dudowicz, typist-clerk, left. . . . The film room's William Power was a year wiser on Feb. 11. . . . Former bookkeeping machine operator Renee Brecker left for Israel to pay a visit.

UNITED ARTISTS—Office employees said their official farewell to Abe Dickstein at a luncheon in Mariannes. . . . Clara Henitz, secretary, booking department, was accepting congratulations on Feb. 1. . . . Home office head of the playdates department Howard Hengstler had a birthday on Feb. 4. . . . Exhibitors seen were Murray Stahl, Walter Neithold, and Lou and George Gold.

20TH CENTURY-FOX—Robert Herrmann, cashier's department, has been recalled to the service. . . . Head shipper Mike Noschese was ill. . . . Sara King is the new addition in the cashier's department. . . . Dorothy Nelson was welcomed back to the film inspecting room after being ill. . . . Bob Anderson was elected new union shop steward. . . . Bea Kay, boxoffice statement department, will be passing another milestone on Feb. 27. . . . Jerry Tomasetti, business agent, Local B-51, was given a 100 per cent vote of confidence for his good work at a union meeting.

PARAMOUNT—Everyone was happy to see cashier Leah Peterson back. . . . Essie Epstein, accounting department, was enjoying a respite. . . . Film inspectress Mrs. Bretstein is having mixed emotions. Her son, graduated from Clemson College, is being recalled to active service in the navy. . . . Night crew shipper Louis Fitzer was ill. . . . Margie Murray, film inspectress, accepted birthday congratulations on Feb. 7. . . . Mickey Lewitt, secretary, was ill. . . . Coworkers in the film inspecting room hope to have Helen Agnisch, mending from a broken leg, back soon. . . . Eva Cohen, billing department, was ill. . . . Paramount employees are now getting paid every two weeks instead of weekly. This is the first time since 1930 that this system of payment has been used.

—ARNOLD FARBER

NEWS OF THE

Territory

Philadelphia
Crosstown

Several meetings have taken place among local exhibitors, representing circuits and independents, about the possibility of combining with other businesses in a "go out for an evening" or similar type of campaign. At the present time surveys are being made, with a good chance that something will come of it.

More theatres are joining the 28-day category, with the Benn going into the list. As a result, other houses move up, and it is expected that some competitive theatres will also seek the 28-day designation.

The trade mourned the passing of Frank Kiermeier, projectionist, Harrowgate, for 22 years, who passed away suddenly. He was 58, and a member of Local 307 and the Quaker City Yacht Club. His wife, two brothers, and two step sisters survive.

Vine Street

Claude Schlanger resigned from the sales staff at the 20th Century-Fox. . . . Edward Emanuel, Jay Emanuel Theatres executive, was bedded for a few days with a cold. . . . George Nonamaker, EXHIBITOR associate editor, was also in bed, but a different one, with the flu. . . . Burt Martin, of EXHIBITOR's Chicago staff, was a visitor at the home office. . . . Bernie Lubner, former localite, now producing on the coast, was in shooting exteriors in connection with a Marion Anderson subject.

John P. Byrne, MGM eastern sales manager, was in at the local exchange.

A. W. Schwalberg, president, Paramount Film Distributing Corporation, was in to visit the branch office.

Allied Independent Theatre Owners of Eastern Pennsylvania, Inc., is urging members to show "Dangerous Waters," a free reel available from American Film. The annual meeting was held this week at the Broadwood with Abram

Kids, Proj. Bills
In Penna. Legislature

HARRISBURG, PA.—Among bills of interest introduced into the Pennsylvania legislature recently were the following:

Child Activities — (Reps. Beech, R., Allegheny, and Schmidt, D., Allegheny) Prohibit children of compulsory school attendance age admittance to movies during school hours; (Rep. Jones, D., Philadelphia) bar children from places of amusement after 9 p. m. unless accompanied by adults.

Board of Censors—(Rep. Penglase, D., Philadelphia). To get the wages of projectionists employed by the board at the prevailing rate paid by theatres.

State Wage-Hour Law — (Reps. Munley, D., Lackawanna, and Needham, D., Lackawanna). Establishing 75-cent hourly wage and 44-hour work week for intra-state commerce.

Daylight Time—(Rep. Moran, D., Allegheny). Provide a statewide referendum on the question of Daylight Saving Time.

F. Myers, National Allied general counsel, and Trueman T. Rembusch, president, National Allied, due to have been on hand.

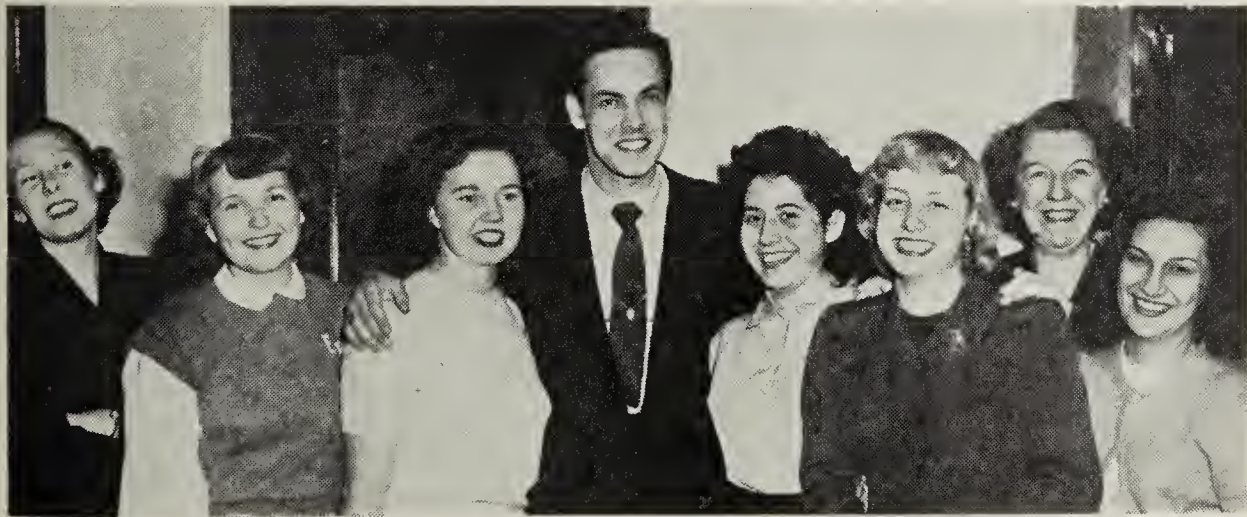
The Palm closed. . . . Exchanges will be closed tomorrow (Feb. 22) because of the Washington's birthday holiday. . . . Work is progressing on the new Republic exchange quarters near the corner of Clarion and Vine.

The current flu, or whatever it can be called, has been taking its toll of Film Row offices. . . . Although there are reports that more houses are going to close, as yet most of those mentioned are still keeping open.

Sidney E. Samuelson, general manager, Allied, was in Washington for the National Allied board meeting. . . . John Scully, Sr., U-I district chief, has been in. . . . Charles X. Zagrans, RKO branch manager, would like to know who scraped the right front fender.

Jack Engel, Lippert, has excellent grosses to point to in connection with "The Steel Helmet" and "Bitter Rice."

Bill Wolf and Joe Conway are distributing "Storm in a Teacup" in this area.



During his recent visit to Philadelphia to aid in the promotion of Eagle Lion Classics' "The Sun Sets at Dawn," screen newcomer Phillip Shawn made a hit with EXHIBITOR's office staff, as evidenced by the broad smiles that greeted him.

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By sending us a copy of your program, we will be able to check any mistakes.

Please continue to wrap and address properly your return advertising so that it can be delivered to the right exchange.

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Circuits

Stanley-Warner

Robert Stillman, producer of "The Sound of Fury," Earle, arrives on Feb. 23 to complete plans for the opening accompanied by his associate, Irving Rubine. Jules Fields, UA representative, will be working on the picture until its opening. . . Guy Biondi, United Artists representative, "Cyrano de Bergerac," was called back to New York, and went from there to Texas for 14 weeks. . . Bill Perks, former mail boy, is now Johnny Nirenberg's assistant at the Forum.

A preview of "The Sound of Fury," produced by Robert Stillman, will be seen by the Philadelphia Press Club at the club rooms in the Broadwood Hotel on Feb. 23. Sig Hagen, city editor of The Philadelphia Daily News, and club president, will present a scroll to the producer in recognition of his faithful production of the Royce Breir Pulitzer Award stories which were adapted for the screen by Jo Pagano from his book, "The Condemned."

District of Columbia

Washington

20TH-FOX—The dance held by the Dynamo Club was a success. . . Mary Blair, one of the new gals at the office, is working as a clerk-typist. . . Wilma Harbison is handling the switchboard. Invitations have been sent out for the Writers' Club luncheon at the Shoreham Hotel on Feb. 24 to thank all the ladies of the VC welfare fund drive. Fashions

David E.

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will be shown. . . Ellen McDonald was ill but everyone is glad to see her back. . . Mrs. Sara Young is entertaining her sister, Dorothy Shurdut, from Brookline, Mass. This is the month for birthdays. Frank Blake celebrated his on Feb. 16, and Mildred Kelly also had hers on the same day. Blake is a projectionist and Miss Kelly is an inspectress.

RKO—Cecil Curtis, Independence and Galaz, Va., was in. . . Joe Kushner has been out ill. The office force sent a basket of fruit to him. . . Since there were three birthdays, a home-made birthday cake was enjoyed. The three people who made it official were Elbert Grover, salesman; Helen Paulson, biller, and Barbara Long, cashier's clerk. . . Jack de Waal will be out of town for a few weeks. . . On Feb. 15 there was a meeting of the executive board.

MONOGRAM—Salesman Harold Levy and Gordon Contee started in at Monogram. . . Hi Bettinger, Baltimore, Md., salesman, resigned. . . Miss Judith Glickman is a new clerk-typist.

UNITED ARTISTS—Doris Jowett, booker, was sick, and everyone was hoping to see her back shortly.

PARAMOUNT—Mrs. Arlene Rickman, biller, resigned. . . Mrs. Hazel Jarrett is a new ledger clerk. . . Helen Schultze, contract clerk, has been ill.

REPUBLIC—Jake Flax, branch manager, was in New York. . . Esther Katznell had a birthday.

ELC—David Rosenthal is now working for 20th-Fox as a salesman. Curtis Hildebrand takes over the Baltimore, Md., area. . . Tom Duane, Rathvon representative, was in for a conference with Max Cohen. . . Ann Snyder, cashier, spent a weekend in Baltimore, Md., with her brother.

EQUITY—Mrs. Thelma Powell is now a booker. . . Myron Mills went to the big city on a two-day vacation. . . Bernie Mills has been out with a cold.

KAY—Joe Di Maio returned from a trip in Martinsville, Va. He almost needed a dog team to do it.

COLUMBIA—Louis Rosen is a new apprentice booker, and Alethea Bryant is a new general clerk.

VALLEY CIRCUIT—Alton Lawson has been transferred from Elkton, Va., where he was manager, to the Plaza. . . Tom McConnel is now manager, State, Harrisonburg, Va., which has had a complete face lifting. . . Lurti Taylor has been placed in charge of the Elkton district.

At Loew's Capitol, Elizabeth Taylor, Spencer Tracy, and Joan Bennett were starring in the Theatre Guild's presentation of "Father of the Bride," to be broadcast for the Red Cross.

Rulings on two motions in the action brought by Leonard Lea, Danville, Va., exhibitor, against major distributors and three theatre groups were handed down by Judge Tamm in U. S. District Court. Lea, operating the North and Lea, Dan-

ville, asked for better clearance, and named United Paramount Theatres, Danville Enterprises, and Wilby-Kincey Service Corporation. The latter three asked that the action against them be dismissed, stating that they did not do business here. This motion was granted. However, a motion of distributors to transfer the case to Western Virginia was denied.

Mort Nathanson, Paramount publicity manager, was in with a print of "Appointment With Danger." Nathanson showed the picture, which deals with a U. S. Postal Inspector, to Postmaster General Donaldson. He also met with Donaldson and his staff members to discuss departmental cooperation with Paramount.

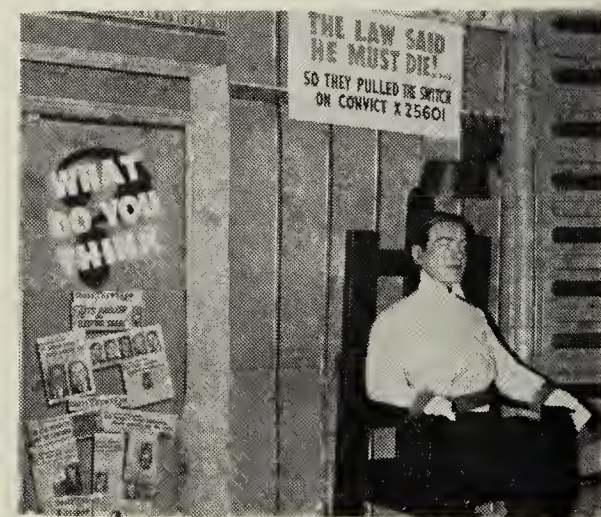
Expressions of gratitude have gone out to exhibitors in the Washington, Pittsburgh, Cleveland, and Cincinnati areas from Sam Galanty, Columbia division manager, for their cooperation during the recently concluded "Sam Galanty Week" drive. Joining Galanty in extending thanks was branch manager Ben Caplon.

—C. S.

Delaware

Wilmington

A. J. Vanni, Philadelphia out-of-town-zone manager, S-W Theatres, and Joe Bergin, district manager, inspected the S-W Theatres in preparation for the annual meeting of stockholders of Warner Brothers Pictures, Inc. . . G. Earl Smith, manager, S-W Queen, and Earle G. Finney, manager, S-W Ritz, staged a Wednesday afternoon press-radio-school-teacher preview of "Macbeth" at the Ritz in advance of its opening at the Queen. . . Joseph E. Cole, projectionist, rejoined the S-W Ritz, assisted by Robert W. Hughes, son of Al Hughes, S-W Arcadia. . . Kenneth P. Vandegrift was a new aide at the S-W Ritz, replacing Norman N. Jay. . . Harriet Hammond replaced Jessie Ayres, Rialto. . . New at the Rialto were Vernon Walker, Nelson Outten, and Robert Carpenter. . . Herbert E. Wilson, teacher of mechanical drawing and mathematics at P. S. duPont High School, joined the Strand. . . Dick Edge, manager, Pike, Claymont, garnered good radio and newspaper publicity for his "Operation Cigarette" benefit show. . . Edgar J. Doob, man-



Manager Al Plough used this electric chair display to help sell his recent run of Eagle Lion Classics' "The Sun Sets at Dawn," S-W Stanton, Philadelphia.



Among the area exhibitors and MGM officials in attendance at the recent screening of MGM'S "The M-G-M Story" in Washington, D. C., were, from left: Jack Fruchtman, Leonardtown and Lexington Park, Md.; Ray Gingels, Hiser Theatres, Bethesda, Md.; Harold Kenoyer, studio sound and projection technician; MGM branch manager Jerry Adams, Henry Hiser, Bethesda, Md.; Irving Hanower, Jaid Enterprises, and Gus Lynch, Washington Schine Theatres.

ager, Loew's Aldine, was out of the hospital.

Warner Brothers Circuit Management Corporation advertised for sale its Arcadia leasehold, which runs until 1960. The building is owned by the Wilmington Amusement Company.

—HENRY L. SHOLLY

New Jersey Moorestown

The Township Committee passed on first reading an ordinance which will prohibit commercial amusements on Sunday in the community. The ordinance specifically bans the operation of bowling alleys, roller-skating rinks, motion picture theatres, dance halls and pool or billiard parlors. The penalty for a violation would be \$200 fine or 90 days in jail, or both. The new ordinance is aimed primarily at the Criterion, which has been open on the last few Sundays. Two Moorestown church organizations have protested the theatre's opening for Sunday shows. A public hearing and a second and third final reading is scheduled on the ordinance on Feb. 26. Members of the church council announced that they would sign complaints against the theatre for performances given on Jan. 28 and Feb. 4 at the offices of Municipal Judge Benjamin Marmer. They signed complaints previously against the theatre management for the performance given on Jan. 21.

Toms River

I. M. Hirshblond, veteran exhibitor, came to the rescue of the Toms River Veterans of Foreign Wars minstrel show cast recently when snow and freezing rain snapped main power lines. Hirshblond brought in kerosene lanterns, formerly the footlights at the Traco, and George Wooley, projectionist, carried in a portable generating unit from his home to help out. Flashlights were also used, and the show went on. It seems Hirshblond keeps the lanterns in

case of power failures at any time. The audience seemed to enjoy everything that went on, and the evening was a success. Hirshblond and Wooley were thanked by everyone.

Maryland Baltimore

Max Youngstein, Paramount vice-president, was in to address the Variety Club and also to meet with the MPTO of Maryland.

I. M. Rappaport's vaudeville and film show at his Town, sponsored by him and The Baltimore News-Post for the latter's benefit fund for the family of Patrolman Roland Morgan, who died from injuries received when struck by an automobile, was a great success, and a capacity house added about \$4,500 to the fund. Governor T. R. McKeldin and Mayor Thomas D'Alesandro were on hand to help things along, and Milton Berle was the m.c., with Chico Marx, Miss Claudia Pinza, and Ted Lewis among the performers.

One of the most extensive exploitation campaigns Baltimore has ever seen sparked the opening of ELC's "Mr. Universe" at the Hippodrome. Manager Adam Goelz, working in cooperation with exploiter Max Miller, under the direction of ELC's exploitation director Lige Brien, utilized every available means of communication and circus ballyhoo inherent in the picture's title to "sell" the hilarious comedy to the local populace.

Frank J. Weber, manager, Hollywood, announced that Louis Tunick, owner of that theatre, the Brooklyn and Patapsco, and Mrs. Tunick were driving to California, and after a visit there will take a plane to Jamaica, BWI.

The Baltimore News-Post and Sunday American, Hearst newspapers, are offering a trip to Hollywood as well as a \$500 bond for the winner and other bonds to runners-up in the National George Washington Tournament of Oratory for Maryland, District of Columbia, Virginia, and the Carolinas.

Mrs. William Geckle, mother of Mrs. Genevieve Trail, Centre staff, died.



Mayor Albert M. Orme, right, Falls Church, Va., congratulates Neighborhood Theatre, Inc., district manager Wade Pearson at the recent 15th anniversary celebration of the State, Falls Church.

To promote "Target Unknown," Keith's, J. L. Schanberger, manager, arranged with The News-Post for a contest. . . . The Variety Club, Tent 19, now has a committee to arrange programs for the members, including Aaron Seidler, chairman; Harry Kahn, Oscar Kantor, George Daransol, Morris Loetsky, Leon Back, and Joseph G. Samartano.

—JACQUES SHELLMAN

Cumberland

"Mustard and Gravy" played at Darnell's Embassy. . . . Darnell's Maryland recently had Super Simplex mechanisms rebuilt by Altec's Jack Shaller, New York City. . . . Tommy Dorsey and his orchestra played a one-day stand at the Maryland. . . . Schine Strand manager, Johnny Manuel, offered from the stage the "Boy Scout Pageant."

Kitzmiller

Mr. and Mrs. Ellis M. Doll, Jr., who own and operate the Maryland and the new Barton, Barton, Md., have been vacationing in Florida and Cuba, accompanied by Mrs. Hubert O. Thrush.

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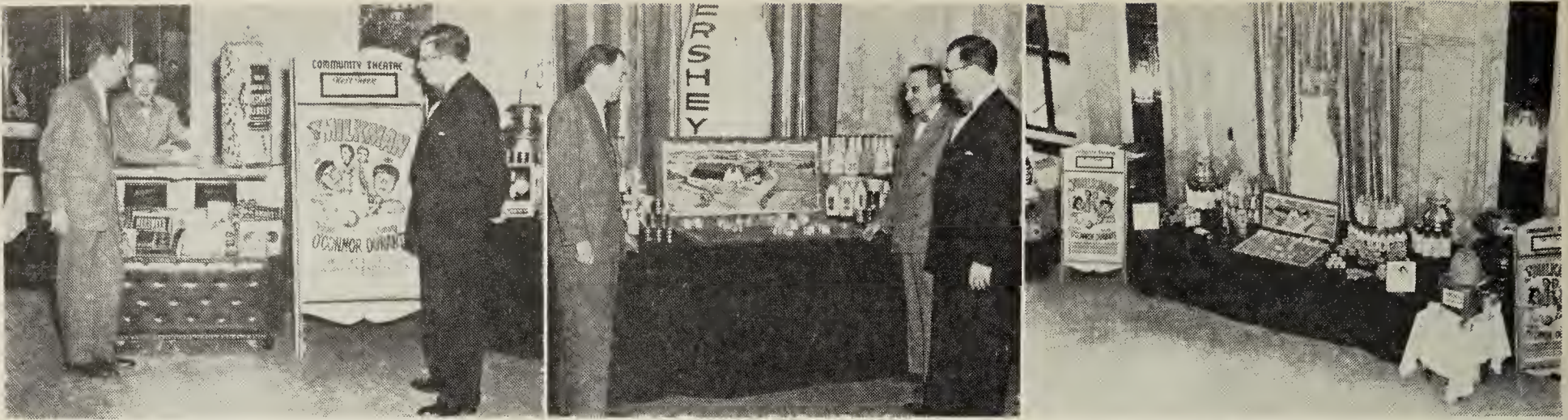
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Dr. Harry C. Chubb, manager, Hershey Community, Hershey, Pa., recently arranged an elaborate tieup with the Hershey Chocolate Corporation and a local dairy involving a contest,

stunts, and displays for U-I's "The Milkman." Chubb is at center in the left photo with Hershey executives, who are also in the center shot. Their combined efforts brought excellent results.

Leonardtwn

A tribe of Indians in full tribal regalia visited Bob Wentworth's St. Mary's and Ray Traumbule's Park to help "Tomahawk." . . . K. B. Duke, Sr., general manager, St. Mary's Theatres, Inc., was elected vice-president, St. Mary's County Fair Association. . . . Val Lyons, new manager, Glymont, Indian Head, Md., installed a new concessions stand, complete with soda fountain and hot dog grille, and had the theatre interior repainted. For "Operation Pacific," Lyons arranged a display of submarine equipment. . . . Nat Hodgdon, Park, Lexington Park, Md., also put extra effort into promoting "Operation Pacific," with an exhibit of torpedoes.

Pennsylvania Harrisburg

Some 500 newspaper carriers of The Patriot, The Evening News, and the Sunday Patriot-News were the guests of Sam Gilman, manager, Loew's, at a special showing of "Kim." . . . For "At War With The Army," Jack O'Rear, manager, Colonial, arranged a clever promotion with Murphy's store. "Bean Week" was proclaimed by the store management; bean dishes were featured not excluding "Army Bean Soup," and tickets to the theatre were given away daily to patrons of the store's restaurant who occupied lucky stools, and were partaking of bean dishes at the time. O'Rear also had music store tieups, and the front of the theatre was attractively decorated.

Pete Gladfelter, State, is in Arizona on a leave of absence. . . . Joe Murdock, new manager, Senate, is being hailed by newspaper columnist Pete Wambach as a "ringer" for actor Walter Catlett. . . . Sam Gilman is a member of the Salvation Army Advisory Board.

Gerry Wollaston, manager, State, moved the huge Zenith radio display spotlighting Judy Holliday singing "I Can't Give You Anything But Love Baby" from the lobby to the window of Miller's furniture store during the showing of "Born Yesterday." . . . Joan Green, Mechanicsburg, Pa., High School senior, is working nights at the Senate.

Dr. Harry C. Chubb, manager, Hershey Community, Hershey, Pa., arranged an apt tiein with the Hershey Estates Dairy, using a display of the dairy's

products, and serving more than 100 gallons of milk to patrons for "The Milkman." All of the dairy's milkmen were present opening night, and the company's fleet of trucks was parked outside the theatre. The milk company also sponsored a contest tiein, and distributed heralds in advance.

Reading

Reports say that "Oklahoma" will be shown here in May by an Allentown booker. According to Rajah Shrine officials, handling the theatre at present, reports that C. G. Keeney, formerly manager, will be in charge of "Oklahoma" are incorrect. An evangelist from the midwest is scheduled to conduct a month of services in the Rajah, temporarily converting the theatre into a church, but no definite announcement has been made.

The Plaza, occupying the first floor of the Masonic Temple, is operating for the present only on Saturdays and Sundays. . . . "Bingo parlors" report a greatly reduced volume of business.

The Laurel, Laureldale, Pa., is having a birthday, although it's not exactly a theatre event. Calvary Lutheran Church, founded 30 years ago, held its first services in the building which later was converted into a theatre. . . . The Woman's Club, Boyertown, Pa., appointed Mrs. Mildred Carabasz, chairman, motion picture committee.

Stroudsburg

A new 600-car drive-in is being erected on Route 611, at Bartonville, Pa., by Melvin Heinback and Alfred

Mazarcavage. Complete Motiograph projectors, in-car speakers, etc., plus high power Ashcraft Super high lamps and mirrophonic sound system, is being furnished by Vincent M. Tate, Motiograph dealer, Forty Fort, Wilkes-Barre, Pa. The spot will be opening about May 1. Wilson Reitz, Sunbury, Pa., is the general contractor. Heinback also operates the Brandonville Drive-In, Brandonville, Pa., which he opened last summer.

Virginia Richmond

The Virginia Motion Picture Theatres Association is polling area exhibitors on run, competition, grosses, taxes, admissions prices increases, concessions operation, and hours of operation, with the results to be analyzed, and sent to participating theatres as an operational guide.

West Virginia Keyser

Marguerite G. Haines, formerly at Carskadon's Music Hall, resigned to accept employment with the West Virginia State Roads Commission. Her place was taken by Beverly Kohn. . . . Orville W. Cosgrove, projectionist, Cumberland, Md., paid a long-overdue and unexpected visit.

LIBERTY—Dale Blaine Stark, projectionist, reported to the army for induction. His place was filled by Lionel Martin. . . . Carlton "Foxy" Ravenscraft has taken up duties. . . . The latest in backstage speakers was recently installed by RCA representative Harry Morrow.



Manager Woodrow Creasy, center, left, poses in the lobby of his Victoria, Mahanoy City, Pa., with members of American Legion Post 74 and some of the toys they added to their "Tide of Toys" campaign through a recent benefit matinee at the theatre.

PHILADELPHIA EXCHANGE LISTING

(On this page will be found a complete listing of film exchanges serving the Philadelphia area. Additions or corrections are invited to keep this as accurate as possible. All companies listed may be addressed at Philadelphia 7, Pa.)

AMERICAN
1329 Vine—WA 2-1800
Manager—Ben Harris

HARRY AND BEN BLUMBERG
1305-07 Vine—LO 3-7240
Operators—Harry and Ben Blumberg

BOXOFFICE
1321 Vine—LO 3-6848
President—Nelson Wax
Sales manager—John Schaeffer
Booker—Jack Goldman

CAPITAL
309 North 13th—SP 4-2698
Manager—Edward J. Gabriel

CLARK
1225 Vine—LO 4-3450
Manager—T. H. Lark
Supervisor—David Rosen

COLUMBIA
302 North 13th—MA 7-5825
Division manager—Harry E. Weiner
Branch manager—Lester Wurtele
Office manager—Harvey Schwartz
Sales manager—Dave Korson
Salesmen—Ben Felcher, Philadelphia and suburbs; Ed Feinblatt, New Jersey, Delaware, Allentown; Keith Godfrey, Harrisburg, Scranton, Wilkes-Barre, Sieg Hurowitz
Bookers—Joe Flood, circuits; Ben Rosenthal, city, suburban; Norman Gaskill, New Jersey, Delaware; Jerry Levy, upstate

EAGLE LION CLASSICS
1225 Vine—RI 6-3876
Branch manager—Sonford Gottlieb
Office manager—Florence Weiner
Salesmen—Stanley Kositsky, city; Howard Smith, Scranton, Wilkes-Barre, Allentown; Maurice Rosen, Harrisburg, Reading, New Jersey
Bookers—James Winters, city, New Jersey; Florence Weiner, out-of-town, upstate

HIGHWAY EXPRESS LINES
236 North 23rd—LO 7-4311
President—James P. Clark

HOLLYWOOD
301 North 13th—LO 4-1320
Owner—Carl Munzer

INDEPENDENT POSTER EXCHANGE
1323 Vine—WA 2-3233
Mitchell Pantzer

JASLOW
1225 Vine—RI 6-5895
Distributor—Jack Jaslow

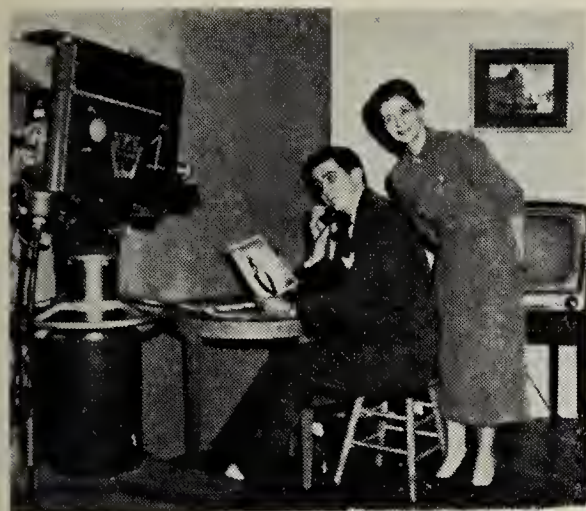
MGM
1233 Summer—SP 4-5150
District manager—Robert Lynch
Branch manager—Lou Formato
Office manager—H. Bache
Salesmen—C. C. Pippin, Philadelphia, suburban; William Hopkins, eastern Pennsylvania, southern New Jersey; F. Jelenko, Harrisburg; Frank Sculli, Scranton, Wilkes-Barre
Bookers—Dove Titleman, Philadelphia, suburban, New Jersey; Charles Baines, northern Pennsylvania, Harrisburg; Charles Kaselman, circuits; Sam Scully

LIPPETT
1315 Vine—LO 3-9020
Franchise holder—Jack Engel
Branch manager—Joe Engel
Salesmen—Harry Brillman, Arthur Heyman.
Booker—Janet Hallard

MONOGRAM
1241 Vine—RI 6-8342
Branch manager—Maxwell Gillis
Salesmen—Jack Harris, city, New Jersey; Eli Ginsberg, Harrisburg, Delaware; Mike Katz, Scranton, New Jersey
Bookers—W. R. Schwartz, Beatrice Duffy

corporate officer, Ajax Construction Company, and James H. Lemon, partner, Johnston, Lemon and Company.

The Club had a stag buffet for Film Row personnel. J. B. Brecheen, branch manager, RKO, was appointed by Chief Barker Morton Gerber to handle the get-together, attended by members of the board of governors and Film Row branch managers, salesmen, bookers, office managers, and cashiers.



Ed McMahon, prominent Philadelphia TV personality of the "Ed and Aunt Polly Show," conducts a telephone interview with Judy Holliday as arranged by manager Elmer Pickard as part of his recent campaign for Columbia's "Born Yesterday" for its run at the Boyd, Phila.

TRADE SCREENINGS

PHILADELPHIA

RKO (250 N. 13th), Feb. 21, 2:30, "Payment on Demand" (Bette Davis, Robert Young, Barry Sullivan); Mar. 13, 2:30, "Tarzan's Peril" (Lex Barker, Virginia Huston, George Macready).

MGM (1220 Summer) Feb. 28, 11, "Inside Straight" (David Brian, Arlene Dahl, Barry Sullivan); March 1, 11, "Across The Wide Missouri" (Clark Gable, Maria Elena Marques, John Hodiak, Ricardo Montalban, Adolphe Menjou) (Technicolor); 9, 11, "The M-G-M Story."

WB (230 North 13th) Feb. 26, 2:30, "Raton Pass" (Dennis Morgan, Patricia Neal, Steve Cochran); March 5, 2:30, "Lullaby of Broadway" (June Haver, Gene Nelson) (Technicolor).

Recent visitors included E. B. Barnett, Altec inspector, and Cliff Jarrett, Warners.

Variety Clubs

Tent 13, Philadelphia

The steering committee for the May convention held another session under the direction of general chairman Vic Blanc. Considerable progress was reported.

The tent will hold a party and dance in honor of Abraham Lincoln, Saint Valentine, George Washington, and all kids born in February on Feb. 24 in the Bellevue-Stratford clubrooms. Music will be by Joe Miller. All are invited to come.

"The 13th Letter" was screened through the courtesy of 20th-Fox.

Tent 11, Washington

New members are: Orville Crouch, eastern division manager, Loew's Theatres; James J. Butler, Washington correspondent; and the following associate members: Harry Gorin, builder; Leon Cherner, vice-president, Cherner Motor Company; Meyer H. Sharlin, president, Dominion Electric Supply; Dr. Irving Burka, physician; Harry Darhanson, general manager, Herzog's; George Jolson, partner, Jolson's Pharmacy; William Warsaw, president and general manager, Lacy's; Marshall B. Coyne,

NATIONAL SCREEN SERVICE

1201 Vine—RI 6-9580
Branch manager—Stanley Goldberg
Office manager—Moe Koppelman
Salesmen—Maurice "Harp" Levin, Ben Stern, Louis Bloustein

NATIONAL THEATRE SUPPLY

1225 Vine—SP 4-6156
Manager—Ralph Pries

NEW JERSEY MESSENGER

250 North Juniper—LO 7-4822
President—Meyer Adelman

PARAMOUNT

248 North 12th—LO 7-3672
Midwestern division manager—Howard Minsky
Branch manager—Ulrik F. Smith
Sales manager—Herbert Gillis
Office manager—Ralph Garman
Salesmen—Herman Rubin, Philadelphia, vicinity; Francis Flammer, Scranton, Wilkes-Barre; Harry Dressler, Harrisburg, upstate
Bookers—Ralph Garman, booking manager; Matthew Judge, Philadelphia, New Jersey; Robert Shisler, miscellaneous; Lou Fortunate, Harrisburg, upstate

PRINCIPAL

1237 Vine—RI 6-2534
David Moliver

RKO

250 North 13th—LO 7-3555
District manager—R. J. Folliard
Branch manager—Charles Zagrans
Sales manager—Ely Epstein
Office manager—Joseph Farrow
Salesmen—Patrick Beck, New Jersey; Leonard Casey, Scranton; A. G. Gottshalk, city; J. J. McFadden, Harrisburg, upstate Pennsylvania
Bookers—John Phelan, city; Martha Clark, circuits; Charles Donohue, Comerford Circuit, New Jersey; Ed Fisher, upstate Pennsylvania, Delaware; William Quinlivan, upstate, non-theatrical, 16mm.

REPUBLIC

1225 Vine—LO 7-4712
Branch manager—Norman Silverman
Salesmen—Joseph Schaeffer, Philadelphia; Simon Perlswieg, Scranton, Wilkes-Barre; William Doyle, Harrisburg, Delaware
Bookers—Mildred Green, Philadelphia, New Jersey, Delaware; James A. Flynn, Harrisburg, Scranton, Wilkes-Barre

VINCENT M. TATE

1618-20 Wyoming Avenue
Forty Fort, Pa.

20th CENTURY-FOX

302 North 13th—WA-2-2828
Branch manager—Sam Diamond
Sales manager—N. C. Rosen
Office manager—R. M. Doherty
Salesmen—Herman Hirschorn, city; Horace Wright, Scranton; Shep Bloom, New Jersey, Delaware; Dennis Cohen, Harrisburg
Bookers—Francis X. Kelly, Lillie Rosentoor, Jack Forscher, Mae Greenus, Bob Beilman

UNITED ARTISTS

302 North 13th—WA 2-1102
Branch manager—John Turner
Office manager—Elizabeth V. Ziegler
Salesmen—Mort Magill, Philadelphia, suburbs; Frank Hammerman, Part of Pennsylvania, New Jersey, Delaware; John Bergin, Scranton; Harry Tyson, Harrisburg, Wilkes-Barre
Bookers—Elizabeth V. Ziegler, Elizabeth Marrandino

U-INTERNATIONAL

251 North 13th—LO 4-3980
District manager—John J. Scully, Sr.
Branch manager—Harry J. Martin
Sales manager—Joseph G. Leon
Office manager—Edward Potash
Salesmen—Harold Saltz, New Jersey, Delaware; Norman Weitman, City; Richard Melvin, Philadelphia, suburbs
Bookers—Ferd Fortunate, Philadelphia, suburbs; George Evans, New Jersey, Delaware; Peter Holman, Wilkes-Barre, Scranton; Harold Colton, Reading, Harrisburg

WARNERS

230 North 13th Street—RI 6-9530
District manager—Robert Smeltzer
Branch manager—William G. Mansell
Assistant branch manager—Charles Beilan
Office manager—Ed O'Donnell
Salesmen—Ben Bache, Philadelphia, suburbs; T. N. Noble, Harrisburg; Dave Cooper, Wilkes-Barre; Scranton; Geo. Hutcheon, New Jersey, Delaware, Pennsylvania borderline towns
Bookers—L. J. Hannon, Philadelphia; Anthony Blase, New Jersey, Delaware; E. Carlin, Wilkes-Barre, Scranton; Virginia O'Brien, Stanley-Warner Circuit



Bing Crosby, soon to be seen in Paramount's "Here Comes The Groom," is glimpsed in Hollywood with the more than one million cards and letters of congratulations which he recently received on his 20th anniversary as a show business star.



Van Heflin, center, star of U-I's "Tomahawk," is glimpsed in New York City as he recently conferred with A. E. Daff, left, U-I director of world sales, and domestic sales manager, Charles J. Feldman, on aspects of his key-city promotional tour for the Technicolor film, in which he stars.



Glimpsed together are Helen Hayes and director Leo McCarey after Miss Hayes' recent arrival in Hollywood to star in McCarey's "My Son John" for Paramount.

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WASHINGTON EXCHANGE LISTING

(The following list represents addresses and pertinent information concerning film exchanges serving the Washington area. Cooperation in keeping this list accurate is requested.—Ed.) All companies listed may be addressed at Washington 1, D. C., with the exception of Paramount and 20th-Fox, whose post-office box zone number is 13.

COLUMBIA

928 New Jersey Ave., N.W.—NA 4035

Division manager—Samuel A. Galanty
Branch manager—Ben Caplon
Office manager—William R. Fischer
Salesmen—Ben Caplon, circuit key situations; Charles A. Wingfield, Baltimore, Maryland; Martin Kutner, Clinch Valley; Norman Jackter, eastern Virginia.
Bookers—William R. Fisher, head booker, circuits and Baltimore; Al Wheeler, Maryland and Virginia.
Elmer Moore.
Cashier—Mary Ellen Petrone
Exploiteer—Sid Zins

EAGLE LION CLASSICS

920 New Jersey Ave., N.W.—EX 6648

Branch manager—Max Cohen
Office manager-booker—Robert M. Grace
Salesmen—D. Rosenthal, Baltimore and western Maryland; C. Hildebrand, Clinch Valley; W. Davis, Washington and Eastern Shore.
Cashier—Anne Snyder

EQUITY

1001 New Jersey Ave., N.W.—RE 0776

Branch manager—B. H. Mills
Office manager-booker—Harold Levy
Salesmen—Myron Mills, Sampson Pike
Cashier—Fred Gordon

FRED SANDY FILMS EXCHANGE

1001 New Jersey Ave., N.W.—EX 4613-4614

Manager—Fred Sandy
Salesman—Sylvester Sandy
Office manager-booker—Gertrude O. Epstein

KAY

203 Eye St., N.W.—NA 3356

Office manager-booker—Ann Hanower
Special representative—C. J. DeMaio

LIPPERT

203 Eye St., N.W.—ST 1652

Branch manager—J. Edward Fontaine
Booker—Emelyn Benfer
Salesmen—Elmer W. McKinley, William Michaelson
Cashier—S. E. Jenkins

METRO

1009 New Jersey Ave., N.W.—DI 6530-1-2

Southern division sales manager—Rudolph Berger
Branch manager—Jerry Adams
Assistant branch manager—Paul Wall
Office manager—Joseph Kronman
Cashier—Mrs. Anna Ridgely
Salesmen—Fred Rippingale, Sid Eckman, Pete Prince, Buddy Sharkey
Bookers—Edward Kushner, head booker; Henry Ajello, Ida Barezofsky, Max Stepkin
Field representative—Tom Wood Baldrige

MONOGRAM

922 New Jersey Ave., N.W.—ME 2133

Branch manager—Milton Lipsner
Booker—Max Rutledge
Salesmen—Milton Lipsner, key accounts; Gordon Contee, Maryland excepting Eastern Shore; Virginia, Eastern Shore of Maryland, Harold Levy
Cashier—Dorothy Brookbank

NATIONAL SCREEN SERVICE

1104 Ninth St., N.W.—AD 2678-9

Office manager—Mrs. Ernestine S. Bandel
Salesmen—George Nathan, Virginia, Washington, D. C., and D. C. circuits; Howard C. Savitz, Baltimore, Maryland, Delaware, West Virginia

PARAMOUNT

306 H St., N.W., P.O. Box 1916—NA 7661

Branch manager—A. C. Benson
Sales manager—Herbert C. Thompson
Special representative—Hal Marshall
Salesmen—A. C. Benson, circuit accounts; Jack Bryan, Virginia; George Kelly, Eastern Shore; Harry Valentine, Maryland, Washington, D. C.; Herbert Thompson, Baltimore
Bookers—Robert Cunningham, Baltimore; Fred Von Langen, Maryland; Luther Buchanan, Virginia
Cashier—Ida Green

PEERLESS

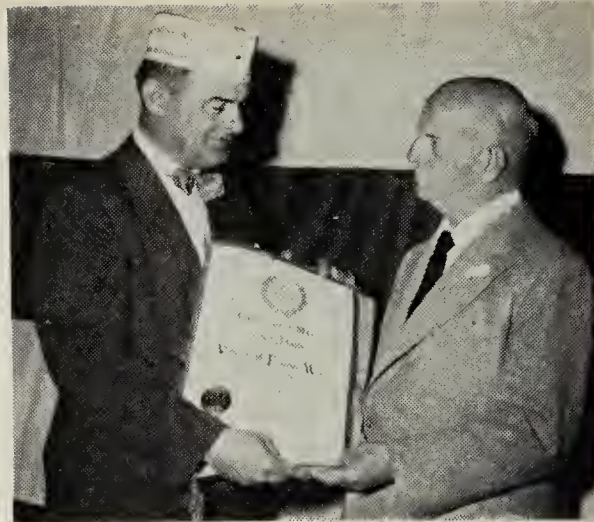
203 Eye St., N.W.—DI 7571

Branch manager—Harry R. Shull

RKO

932 New Jersey Ave., N.W.—DI 3672

Eastern district manager—R. J. Folliard
Branch manager—J. B. Brecheen
Sales manager—Alphonsus P. Folliard
Office manager—Joseph Kushner



Republic President Herbert J. Yates is shown as he recently received the Veterans of Foreign Wars Gold Citizenship Medal and Certificate of Merit at a Los Angeles luncheon in his honor. Presentation made by VFW Chief Chas. C. Ralls.

Salesmen—J. B. Brecheen, circuit and key run accounts; Olmsted Knox, eastern Virginia, Eastern Shore, Maryland, Virginia, Delaware; W. E. Grover, Baltimore, northern Maryland; C. T. Hurley, western Maryland, southwestern Virginia, West Virginia

Bookers—Jesse Smith, head booker; George Sullivan, Baltimore; Don Bransfield, country accounts; Herb Doherty, army-navy, non-theatrical
Cashier—Agnes Turner
Exploiteer—Doug Beck

REPUBLIC

203 Eye St., N.W.—RE 0153

Branch manager—Jack Flax
Office manager—Albert Landgraf
Salesmen—Jake Flax, Washington, Baltimore, key Virginia situations; W. Maynard Madden, western Virginia; Sam Tabor, Baltimore, environs; Eastern Shore, eastern Virginia, Shenandoah Valley
Booker—Esther Katznell
Cashier—Clare Cunningham
Head shipper-poster clerk—William Wilson
Bookkeeper—Joyce Kriso

20th CENTURY-FOX

415 Third St., N.W.—DI 8420

Branch manager—C. Glenn Norris
Office manager—John J. O'Leary
Salesmen—Jerry Murphy, Joseph Cohan, Charles Krips, Ira Sichelman, Martin Warshauer
Bookers—Mrs. Sara Young, Jack Kohler, Fritz Goldschmidt, Norman Fournier
Head shipper—W. Stanley Summers

UNITED ARTISTS

924 New Jersey Ave., N.W.—NA 6316

Branch manager—Earle W. Sweigert
Office manager—Jane Harrell
Salesmen—Earle W. Sweigert, circuit accounts; Mike Siegel, Clinch Valley; Harold Rose, Eastern Shore, part of Virginia; Joe Young, Baltimore, Washington, D. C.
Bookers—Jane Harrell, Doris Jowett
Cashier—Nancy Ferruso

UNIVERSAL-INTERNATIONAL

913 New Jersey Ave., N.W.—DI 4525

District manager—John J. Scully
Branch manager—Joseph Gins
Office manager—Stanley Taylor
Salesmen—Vince Dougherty, Baltimore; Jack Benson, Clinch Valley, western Virginia; William Friedman, Eastern Shore, Washington; Barney Frank, western Maryland, eastern Virginia
Bookers—Oron Summers, John Keegan, Tom Ryan, Ike Ehrlichman
Cashier—Walter Bangs

WARNERS

901 New Jersey Ave., N.W.—NA 1130

District manager—Robert F. Smeltzer
Branch manager—Frederick W. Beiersdorf
Office manager—Edward M. Phillips
Salesmen—Cliff Jarrett, part of Maryland, part of Virginia, Eastern Shore; Oscar Kantor, Baltimore, part of Maryland; John Garst, Clinch Valley, southern Virginia
Bookers—Ethel Risdon, head booker; Frank Gormley, Mrs. Saide Bowles, James Collins

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Read **PHYSICAL THEATRE**

Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible an information made available by the home office.

COLUMBIA	EAGLE LION CLASSICS	LIPPETT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
JANUARY The Flying Missile G. Ford, V. Lindfors Stage Ta Tucson R. Cameron, W. Morris, K. Buckley (Technicolor) Gasoline Alley S. Beckett, J. Lydon, P. Brady Gene Autry And The Mounties G. Autry, E. Verdugo Prairie Roundup, W C. Starrett, S. Burnette, M. Castle	JANUARY The Wicked City M. Montez, J. P. Aumont, L. Palmer (Made in France) Mr. Universe J. Carson, B. Lahr, J. Paige Korea Patrol R. Emory, T. Duna Oliver Twist R. Newton, A. Guinness, K. Walsh (English-made) The Sun Sets At Dawn S. Parr, P. Shaw, W. Reed	JANUARY 3 Desperate Men P. Foster, J. Davis, V. Grey Kim E. Flynn, P. Lukas, D. Stockwell (Technicolor) (Partly made in India) Watch The Birdie R. Skelton, A. Dahl, A. Miller The Steel Helmet G. Evans, S. Brodie, J. Edwards	JANUARY Grounds For Marriage V. Johnson, K. Grayson The Magnificent Yankee L. Calhern, A. Harding, E. Franz Vengeance Valley B. Lancaster, R. Walker, J. Dru, J. Ireland (Technicolor) Cause For Alarm L. Young, B. Sullivan	JANUARY Sierra Passage W. Morris, L. Albright, R. Winters Colorada Ambush, W J. M. Brown, L. Hall Bowery Battalion L. Gorcey, H. Hall, V. Hewitt Blue Blood B. Williams, J. Nigh, A. Long (Cinecolor)	JANUARY Branded A. Ladd, C. Bickford, M. Freeman (Technicolor) At War With The Army D. Martin, J. Lewis, P. Bergen September Affair J. Fontaine, J. Cotton, F. Rosay (Partly made in Italy) The Great Missouri Raid W. Corey, M. Carey, E. Drew (Technicolor)	JANUARY The Company She Keeps J. Greer, L. Scott, D. O'Keefe Gambling House V. Mature, T. Moore, W. Bendix Payment On Demand B. Davis, B. Sullivan Cry Danger D. Powell, R. Fleming His Kind Of Woman R. Mitchell, J. Russell	JANUARY Rough Riders Of Duranga, W A. Lane, W. Baldwin, A. Towne Belle Le Grand V. Ralston, J. Carroll Pride Of Maryland S. Clements, P. Stewart, F. Darro Missing Women P. Edwards, J. Alvin, J. Millican Spoilers Of The Plains R. Rogers, P. Edwards, G. Jones Night Riders Of Montana, W A. Lane, C. Johnson, C. Barrett	JANUARY The Mudlark I. Dunne, A. Guinness, A. Ray (Made in England) Halls Of Montezuma R. Widmark, R. Gardiner, W. Palance (Technicolor) The Man Who Cheated Himself L. J. Cobb, Dall J. Wyatt, J. Dall I'd Climb The Highest Mountain S. Hayward, W. Lundigan, R. Calhoun (Technicolor) Call Me Mister B. Grable, D. Dailey, D. Thomas (Technicolor) The 13th Letter C. Boyer, L. Darnell, M. Rennie, C. Smith (Made in Canada)	JANUARY Harvey J. Stewart, P. Dow, J. Hull Frenchie J. McGrea, S. Winters, P. Kelly (Technicolor) Under The Gun R. Conte, A. Totter Target Unknown M. Stevens, D. Taylor, J. Holden Bedtime For Bonzo R. Reagan, W. Slezak Tomahawk V. Heflin Y. DeCarlo, P. Foster (Technicolor) Operation Disaster J. Mills, R. Attenborough, N. Patrick (English-made)	JANUARY Highway 301 S. Cochran, G. Andre, V. Grey Operation Pacific J. Wayne, P. Neal, S. Forbes, P. Carey Storm Warning G. Rogers, R. Reagan, D. Day, S. Cochran The Enforcer H. Bogart, R. Roberts, Z. Mostel	
FEBRUARY Born Yesterday J. Holliday, W. Holden, B. Crawford Operation X E. G. Robinson, P. Cummins (English-made) Counterspy Meets Scotland Yard H. St. John, A. Blake Ridin' The Outlaw Trail, W C. Starrett, S. Burnette Revenue Agent D. Kennedy, J. Willes	FEBRUARY Volcano A. Magnani, G. Brooks, R. Brazzi (Italian-made) They Were Not Divided E. Underdown, R. Clanton (English-made) My Brother, The Outlaw M. Rooney, R. Preston, W. Hendrix (Made in Mexico) Adventures Of Skipalong Rosenbloom M. Rosenbloom, M. Baer, J. Coogan	FEBRUARY The Steel Helmet G. Evans, S. Brodie, J. Edwards The Magnificent Yankee L. Calhern, A. Harding, E. Franz Vengeance Valley B. Lancaster, R. Walker, J. Dru, J. Ireland (Technicolor) Cause For Alarm L. Young, B. Sullivan	FEBRUARY The Magnificent Yankee L. Calhern, A. Harding, E. Franz Vengeance Valley B. Lancaster, R. Walker, J. Dru, J. Ireland (Technicolor) Cause For Alarm L. Young, B. Sullivan	FEBRUARY Abilene Trail, W W. Wilson, A. Clyde, N. Neill Rhythm Inn J. Frazee, L. Collier, K. Grant The Vicious Years T. Cook, G. Moore, S. Merritt	FEBRUARY September Affair J. Fontaine, J. Cotton, F. Rosay (Partly made in Italy) The Great Missouri Raid W. Corey, M. Carey, E. Drew (Technicolor)	FEBRUARY Payment On Demand B. Davis, B. Sullivan Cry Danger D. Powell, R. Fleming His Kind Of Woman R. Mitchell, J. Russell	FEBRUARY Missing Women P. Edwards, J. Alvin, J. Millican Spoilers Of The Plains R. Rogers, P. Edwards, G. Jones Night Riders Of Montana, W A. Lane, C. Johnson, C. Barrett	FEBRUARY I'd Climb The Highest Mountain S. Hayward, W. Lundigan, R. Calhoun (Technicolor) Call Me Mister B. Grable, D. Dailey, D. Thomas (Technicolor) The 13th Letter C. Boyer, L. Darnell, M. Rennie, C. Smith (Made in Canada)	FEBRUARY Target Unknown M. Stevens, D. Taylor, J. Holden Bedtime For Bonzo R. Reagan, W. Slezak Tomahawk V. Heflin Y. DeCarlo, P. Foster (Technicolor) Operation Disaster J. Mills, R. Attenborough, N. Patrick (English-made)	FEBRUARY Storm Warning G. Rogers, R. Reagan, D. Day, S. Cochran The Enforcer H. Bogart, R. Roberts, Z. Mostel	
MARCH Al Jennings Of Oklahoma D. Duryea, G. Storm, D. Foran (Technicolor) Lorna Doone B. Hale, R. Greene, W. Bishop (Technicolor) Texans Never Cry G. Autry, G. Davis, D. Harvey "M" D. Wayne, H. Da Silva, L. Adler Fort Savage W. Raiders, W C. Starrett, S. Burnette, P. Thompson	MARCH The Blue Lamp J. Warner, J. Hanley, G. Whitby (English-made) White Heather R. Milland, M. Goring, P. Roc (English-made) So Long At The Fair J. Simmons, D. Bogarde, D. Tomlinson (English-made) Cattle Queen M. Hart, D. Smith, D. Wood When I Grow Up R. Preston, M. Scott, B. Driscoll	MARCH Fingerprints Don't Lie R. Travis, S. Ryan, S. Melton Mask Of The Dragon R. Travis, S. Ryan, S. Melton Stop That Cab S. Melton, A. Adrian	MARCH Three Guys Named Mike J. Wyman, V. Johnson, H. Keel, B. Sullivan The Red Badge Of Courage A. Murphy, B. Mauldin, R. Dano Royal Wedding F. Astaire, J. Powell, P. Lawford (Technicolor)	MARCH Navy Bound T. Neal, W. Waldron, R. Toomey Man From Sonora, W J. M. Brown, L. Hall, M. Healey Gypsy Fury V. Lindfors, C. Kent (Made in Sweden) The Lion Hunters J. Sheffield, A. Todd, M. Throver	MARCH The Mating Season G. Tierney, J. Lund, T. Ritter, M. Hopkins The Redhead And The Cowboy G. Ford, R. Fleming, E. O'Brien Samson And Delilah H. Lamarr, V. Mature, G. Sanders (Technicolor) Molly, (The Goldbergs) G. Berg, P. Loeb, E. Mintz	MARCH The Thing M. Sheridan, J. Arness, S. Creighton Tarzan's Peril L. Barker, V. Huston, G. Macready Best Of The Bad Men R. Ryan, C. Trevor, J. Buetel (Technicolor) My Forbidden Past A. Gardner, R. Mitchell, M. Douglas	MARCH Oh! Susanna R. Cameron, A. Booth (Trucolor) Silver City Bonanza, W R. Allen, B. Ebson Cuban Fireball E. Rodriguez, W. Douglas Insurance Investigator R. Denning, A. Long Heart Of The Rockies R. Rogers, P. Edwards	MARCH The Sword Of Mante Cristo G. Montgomery, P. Corday, B. Kroeger (Supercinecolor) Lucky Nick Cain G. Raft, C. Gray (Made in Europe) Bird Of Paradise L. Jourdan, D. Paget, J. Chandler (Made in Hawaii) Of Men And Music J. Heifetz, A. Rubinstein, J. Pearce, N. Conner N. Y. Philharmonic	MARCH The Groom Wore Spurs G. Rogers, J. Carson, J. Davis Abbott And Costello Meet The Invisible Man B. Abbott, L. Costello, N. Guild Air Cadet G. Russell, S. McNally, R. Long Ma And Pa Kettle Back On The Farm M. Main, P. Kilbride	MARCH Sugarfoot R. Scott, A. Jergens (Technicolor) Lightning Strikes Twice R. Roman, R. Todd Dodge City E. Flynn, O. de Havilland (Re-release) Virginia City E. Flynn, M. Hopkins, H. Bogart (Re-release) Lullaby Of Broadway D. Day, G. Nelson (Technicolor)	

HOLIDAYS

Feb. 22—Washington's Birthday
Mar. 18—Palm Sunday
Mar. 23—Good Friday
Mar. 25—Easter

REALART

Jan. —Black Angel—D. Duryea, B. Crawford
Tangier—M. Montez, Sabu
The Sullivans—A. Baxter, T. Mitchell
Feb. —Salerno Beachhead (A Walk In The Sun)—R. Conte, D. Andrews

Take 30 Seconds to read this Editorial...

EDITORIAL PAGE

Current Observations

National Screen Service is currently running a series of trade ads which emphasize a resumption or expansion of many of the old reliable methods of show-selling—such as more posting, greater use of heralds, window cards, etc.

Since this is right in line with what we have been hammering away at on this page for the last few years—or more specifically, since receipts first started to fall off—we are in complete accord with the NSS campaign and the company deserves much credit for this series of advertisements.

There are many other avenues for going after business than those covered by these particular ads and we are hoping that the thousands of theatremen reached by STR will start to pay attention to vital importance of more aggressive showmanship through the medium of stronger merchandising methods than has been the case for some years.

* * *

With hectic fluctuations in business receipts, wide and varied according to territories, old hands take for a given picture being knocked for a proverbial seventh time. You can't even guess 'em' any more.

In areas where receipts have gone down, a strong picture comes along and the gross that sometimes makes the box office look mild. To which the average exhibitor has but one answer. Better pictures! But even that argument falls flat when a film that appears to be a good strong attraction proves a big draw in the heavily populated areas and dies in the suburban and less populated areas. There have been some such instances in the past.

Until someone can tell us otherwise, we can only hope for a more varied and widely diversified approach to the miracle of doing business in these weary, dreary days and

This page has sound importance in maintaining the reputation of the theatre's equipment and the restriction of materials with regard to the

What we do not like is that the exhibitors are not able to supply the exhibitors to supply the exhibitors during the period that they all start to

We need a mighty few in this world of the industry. Why start how a bright outlook, and his nothing but an unbalanced greater importance to take careful maintain his business here appears to be around.

*

**Remember
Your Box Office is
as good as your
SHOWMANSHIP!**



NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

EXHIBIT



REAL MUSIC TO SHOWMEN'S EARS!

**"OF
MEN AND
MUSIC"
A SMASH HIT**
in its first engagement at
Park Avenue Theatre NYC

NOW AVAILABLE!

Number 17 **FEBRUARY 28, 1951**

ED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS
aturing **THE SERVICESECTION**

There's No Business Like **20** *Business!*
CENTURY-FOX



DOLLAR "SIGN LANGUAGE!"

VENGEANCE VALLEY



BURT LANCASTER
HOT!
Plus Technicolor

The first reports are in from World Premieres at Florence, Colorado where it did more than twice as much as any previous M-G-M picture and Canon City, Colorado where it did more than three times as much as former M-G-M high. The next engagement at Nashville doubled

"Devil's Doorway" and at Kansas City, it topped the Xmas business of "Ambush." As reports come in, it is evident that showmen have a sock audience attraction, a BIG M-G-M Technicolor entertainment to promote for pleasure and profit.



M-G-M presents BURT LANCASTER in "VENGEANCE VALLEY" Co-starring Robert Walker • Joanne Dru • Sally Forrest with John Ireland • Ray Collins • Color by Technicolor Screen Play by Irving Ravetch • Based on the novel and Saturday Evening Post serial by Luke Short • Directed by RICHARD THORPE Produced by NICHOLAS NAYFACK • An M-G-M Picture



FROM Justin Herman, Paramount shorts producer and EXHIBITOR alumnus, comes a suggestion to exhibitors, to wit: "It occurred to me that theatres in certain situations might give out free sitter's 'tickets' for baby sitters. If a man and woman want to go to the movies, and have to have a sitter to watch the child, it's going to cost them considerably more than the price of a ticket. If, when the man and woman get to the theatre, they were given a 'sitters' ticket, good for two admissions within a period of, say, seven days, this would be worth about \$1, and they would give it to their sitter plus, maybe, 50 cents in cash, instead of giving the sitter \$1.50 when they return home. Then, within a week, the sitter could take her boy friend to the movies, and maybe another couple could go along with them, and the theatre might take in some extra money that way, in addition to luring in the husband and wife in the first place." Herman also added that he was on his way south to make three shorts for Paramount so if there is any comment on his idea, address it to this department.

★

CONSIDERING the opinion of many folks as to the efficiency of the mails these days, no wonder "United States Mail" became "Appointment With Danger".

★

EXHIBITORS plagued with "operation" titles will be interested to learn that "Operation Starlift" is being readied on the coast.

★

CREDIT must be given to two firemen who were summoned when a manager detected the odor of something burning. The fire-fighters came to the theatre, sat down, and followed noses to an overheated motor of a heating system. They then used a hand pump fire extinguisher on the motor, and withdrew silently, the audience never knowing what was going on.

—H. M. M.

I N D E X

VOL. 45, No. 17 FEBRUARY 28, 1951

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THE COVER PHOTO

Laurette Luez, featured in MGM's "Kim," poses near the statue of P. T. Barnum in Bridgeport, Conn., during her recent cross country promotion tour in behalf of the Errol Flynn starrer.

EXHIBITOR

VOL. 45, No. 17



FEBRUARY 28, 1951

A New United Artists

JUDGING from the comments which have been heard, the trade is happy that United Artists will continue to function as one of the more important distribution companies in the industry.

WHILE the industry has a sentimental attachment for the organization, it goes beyond that. Continuation of United Artists as a definite force within the business will be welcomed at a time when the trade can well stand more releases.

ONE of the reasons why exhibitors have been complaining these days is that the market is constantly getting tighter, terms are going up, and even on the profitable pictures there isn't enough left to make up for losses on the lesser product. And, in a lot of cases, exhibitors have to go along with the distributor because there is no substitute for good pictures.

WITH UA getting a new lease on life, it should mean the addition of a number of features on the market. Averages being what they are, the money shows should be there, also.

FORTUNATELY, too, the men associated with the new deal in United Artists have made reputations for themselves within the industry. Arthur B. Krim, Robert Benjamin, Matthew Fox, and associates have the attributes that make for successful direction and operation, and reports of those who will further be associated with them speak well for the future conduct of the company.

WITH ADEQUATE financing and a rebirth of spirit in the organization, United Artists will get going under the new regime with the good wishes of the industry.

A JAY EMANUEL PUBLICATION. Founded in 1918. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 1225 Vine Street, Philadelphia 7, Pennsylvania. New York office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 9628 Cresta Drive, Beverlywood, Los Angeles, California. Jay Emanuel, publisher; Paul J. Greenhalgh, general manager; Herbert M. Miller, editor; Max Xavier Cades, business manager; Marguerite Gibson, circulation manager; George Frees Nonamaker and Mel Throckmorton Konecck, associate editors. Subscription rates: For each of six sectional editions (New England, York State, Philadelphia—Washington, Southern, Mideast, Midwest—Western): one year, \$2; two years, \$3.50; three years, \$5. General edition: one year, \$7.50 in U. S. and possessions, \$10 in Canada and Pan-American countries, \$15 in all other countries. Address editorial and business correspondence to the publishing office, 1225 Vine Street, Philadelphia 7, Pennsylvania.

"If it's a Paramount Picture, it's the best show in town!"



FAMOUS

Short

QUOTATION

that's a booking reminder
to all exhibitors that

Paramount Shorts

are your best
program builders:



Paramount News

is your greatest
newsreel reporter:

6 **MUSICAL PARADES**
(Color by Technicolor—Brought Back By Popular Demand)

8 **POPEYE CARTOONS**

4 **POPEYE CHAMPIONS**
(Brought Back By Popular Demand)

10 **NOVELTOON CARTOONS**

6 **SCREEN SONG CARTOONS**

6 **CASPER (THE FRIENDLY GHOST) CARTOONS**
(all cartoons in color by Technicolor)

6 **PACEMAKERS**

12 **Grantland Rice SPORTLIGHTS**

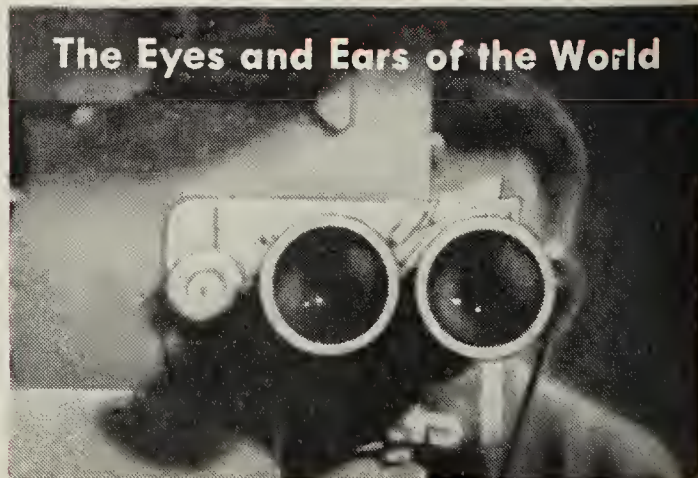
1 **Special Release, "NEW PIONEERS"**



Today when news is again so important, Paramount not only covers it but *analyzes* it. From international headlines to sports, Paramount makes every event more dramatic, more informative, than any other newsreel.

TWICE A WEEK

The Eyes and Ears of the World



BROTHERHOOD WEEK—February 18-25
Brotherhood — for Peace and Freedom.
Believe it! Live it! Support it!



LAURETTE LUEZ TAKES TIME OUT TO VISIT A VETERANS' HOSPITAL NEAR PROVIDENCE, R. I., DURING HER NATIONWIDE TOUR TO PROMOTE MGM'S "KIM."

A Pretty Girl Is Worth Thousands Of Words

Laurette Luez' Tour For MGM's "Kim" Proved The Truth Of The Adage

DURING her recent tour of key situations in advance of openings of MGM's "Kim," Laurette Luez, the exotic beauty featured in the Errol Flynn starrer, once more lent proof to a publicist's basic axiom, a pretty girl is worth thousands of words of publicity copy.

Accompanied by Ann Bontempo, Loew's Theatres home office publicist, the actress racked up reams of free publicity space in some of the toughest papers during her three-week jaunt despite the fact that she was almost unknown before her appearance in "Kim."

Through interviews with columnists and appearances on radio and television shows, as well as visits to veterans' homes and military hospitals, Miss Luez provided editors with interesting copy concerning her colorful background.

From New York City, starting point of the cross-country jaunt, Miss Luez traveled to Boston, Providence, R. I., and

New Haven, then back to New York for a brief respite before the tour resumed in Cleveland. From Cleveland, she planed to Washington, D. C., then moved on to Richmond, Va., Charlotte, Atlanta, New Orleans, Dallas, Fort Worth, Tex., and concluded promotion activities in Houston, Tex., before returning to the coast.

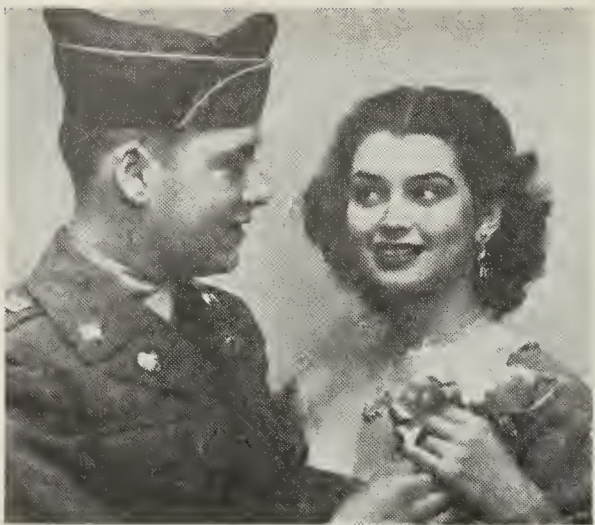
Between interviews and receptions, Miss Luez visited MGM exchanges all along the route, meeting branch personnel and theatremen, and got her first good look at American cities.

The "Kim" tour again underlined the three-fold importance of such jaunts by Hollywood personalities in promoting pictures, introducing new personalities to the public in the most effective manner, and in stimulating goodwill between exhibitors and distributors through such charming ambassadors as Miss Luez.

Some of the high spots of the tour are seen on this page and the next.



The actress admires a display of "Kim" color stills exhibited at the MGM Dallas branch.



Recruit John Wilson, chosen as Miss Luez' official escort during her Charlotte visit, smiles in admiration pinning an orchid corsage on her dress.



Pictured at the Washington MGM exchange during the actress' visit are branch personnel and, seated, from left, salesman Sidney Eckman, Ann Bontempo, Loew's publicist; exhibitor Jack Fruchtman, Miss Luez, branch manager J. A. Adams, booker Henry Ajello, and office manager Joseph Kronman.



Glimpsed at a luncheon in Cleveland, from left, are Ted Barker, Loew's advertising-publicity head; Miss Bontempo, Loew's home office; newsman Arthur Spaeth, MGM branch head Jack Sogg; Miss Luez, division head Frank Murphy, columnists W. Marsh and J. Watfel, and Abe Bernstein, MGM press representative.



Miss Luez' busy schedule of activities in Richmond, Va., arranged by George Peters, manager, Loew's, included a visit to the navy recruiting.



At a New Haven press reception, manager Morris Rosenthal, Loew's Poli, meets Miss Luez.



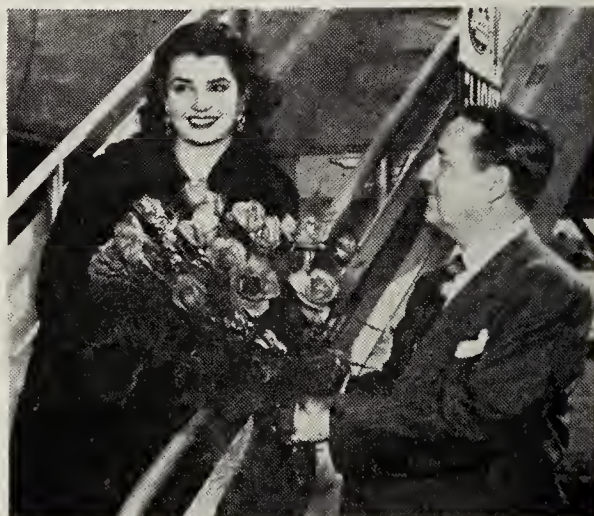
The attractive starlet draws admiring glances from members of the Youth Movie Council, an organization of high school and college newspaper representatives, as she met the group during her Atlanta visit.



In Detroit, the "Kim" starlet poses with the city's four leading film critics at a press luncheon.



An army and air force reception committee turns out to welcome Miss Luez to Boston.



The actress arrives in New Orleans, and is welcomed by Rodney Toups, manager, Loew's State.

Mel Konecoff's NEW YORK

THE executive committee of the amusements division, National Conference of Christians and Jews, last week tendered a luncheon at the Waldorf-Astoria to honor Ted Gamble, president, Monarch Theatres, for his services as last year's national chairman, amusements division. J. Robert Rubin, general chairman, amusements division, reviewed the progress made in this year's "Brotherhood Week" drive as well as some of the highlights. Charles Reagan, Gamble's successor this year, after congratulating Gamble upon his accomplishments, predicted that each year would see the program expand until the theory of goodwill towards all men regardless of race or color was more widely accepted.



KONECOFF

Reagan presented an incomplete report on activities for the 1951 drive, and stated that collections were 36 per cent ahead of last year, and that returns were mounting rapidly. It was estimated that the final figure would be in the neighborhood of \$100,000. The Brotherhood dinner accounted for a sizeable profit, and it was thought the dinner would become an annual procedure. He paid tribute to a small portion of the people in on the active part of the campaign, such as Truman Rembusch, Gael Sullivan, Max Youngstein, Jerry Pickman, Abram Myers, H. A. Cole, H. M. Richey, Sol Goldsmith, Eugene Picker, Edmund Reek, Max A. Cohen, etc., and praised the trade press for its part.

Youngstein, who directed the advertising and publicity efforts of the campaign, also had high praise for those trade papers which extended themselves beyond the call of duty. He thought that the element of having more time to work on this year's campaign has paid off, and that next year's drive should be thought of now so that all would be able to turn in a proper job.

Basil O'Connor, who substituted for Dr. Everett Clinchy in presenting the plaque to Gamble, emphasized the importance of Brotherhood in today's scheme of things, and paid tribute to Gamble. The latter accepted the inscribed plaque on behalf of all the others who really got out and did the work in the campaign, and stressed the importance of Brotherhood as a tool for peace.

A rising vote of thanks to J. Robert Rubin concluded the proceedings.

DICTIONARY DEPT.: The other day a press agent put in his customary appearance with "I have a release which should interest you."

We replied: "Pray tell, why should we be interested in this particular piece of prose as compared to any other?"

Sez he: "It will give you a chance to use a dictionary."

The boy had a point. We turned the office upside down until we located a



Ted R. Gamble, head, Gamble Enterprises, recently was presented with the 1951 World Brotherhood Award "in appreciation of his devoted service to the cause of brotherhood" at a luncheon meeting of the amusements division, National Conference of Christians and Jews, at the Waldorf Astoria, New York City. Basil O'Connor, president, National Foundation for Infantile Paralysis, made the presentation. Left to right are Max Youngstein, new UA vice-president and "Brotherhood Week" publicity director; J. Robert Rubin, vice-president, Loew's, and amusement division chairman, Gamble, O'Connor, and MGM's Charles Reagan, 1951 national chairman, motion picture industry "Brotherhood Week" committee.

musty, dust-laden object that had all the appearance of a dictionary.

Next, we turned to the release which said in effect, In "My Favorite Spy," his new Paramount comedy, Bob Hope adds another string to his Protean bow. The young man will engage in a sultry tango with his leading lady, Hedy Lamarr.

Our dictionary defines Proteus as (1) In Greek mythology, a sea god who made his way out of troubles by taking on different forms; (2) Anyone who adapts himself to difficult situations with facile change of principles.

Either one can probably be used in the case of Hope.

HOBNOB DEPARTMENT: We hobnobbed with a whole platoon of Republic executives and actors Forrest Tucker and Robert Stack at Republic President Herbert J. Yates' cocktail party for John Wayne at the Essex House, and learned that Yates and Wayne will scout sites in Ireland for John Ford's Argosy production "The Quiet Man," as well as attend the opening of Republic House in London, new distribution center for Republic in Great Britain and Eire. Wayne will make London p.a.'s to promote the British premiere of "Rio Grande." It was quite an affair, with Republic execs and others in attendance.

THE METROPOLITAN SCENE: Captain Harold Auten was off to Boston to set "Chance Of A Lifetime" for its premiere there, and to appear on a record number of radio and interview shows. . . . Phil Williams, "The March of Time" theatrical sales manager, was back after visiting the coast. . . . Two personal appearances by stars brightened Broadway. Dick Powell appeared at the Paramount for "Cry Danger" while Gary Cooper showed on the stage of the Roxy when "U.S.S. Teakettle" opened. . . . An okeh pressbook is out on "The Sound Of Fury." . . . The Rivoli's Montague Salmon invited noted handwriting analyst Muriel Stafford to appear in person at the theatre for three days in conjunction with the presentation of 20th-Fox's "The 13th Letter," and give free analysis to patrons.

Grosses Up A Bit In B'way Sector

NEW YORK—With a flock of new arrivals, business in the Broadway first-run sector picked up a trifle last week. According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"OPERATION PACIFIC" (WB). Strand, with stage show, reported \$11,000 for Friday, Saturday, and Sunday, with the fourth week heading toward \$21,000.

"CRY DANGER" (RKO). Paramount, with stage show, expected the opening week to hit \$71,000.

"THE 13TH LETTER" (20th-Fox). Rivoli anticipated the opening week at \$29,000.

"U.S.S. TEAKETTLE" (20th-Fox). Roxy, with stage show, garnered \$52,000 on Friday, Saturday, and Sunday, with the opening week bound to top \$80,000.

"PAYMENT ON DEMAND" (RKO). Radio City Music Hall, with stage show, grossed \$98,000 from Thursday through Sunday, with the second week up to \$140,000, which is \$10,000 better than the first session.

"UNDER THE GUN" (U-I). Criterion claimed \$12,000 for the opening week.

"NO ORCHIDS FOR MISS BLANDISH" (Alliance). Globe anticipated the opening week of this English import as \$20,000.

"BORN YESTERDAY" (Col.). Victoria announced the ninth week at \$23,000.

"HARVEY" (U-I). Astor expected the 10th week to tally \$10,000.

"TOMAHAWK" (U-I). Loew's State expected the second week to hit \$21,000.

"VENGEANCE VALLEY" (MGM). Capitol, with stage show, claimed \$35,000 for the second week.

The National Release Date Guide, Which Is Always Found On the Inside Back Cover Of This Publication, Is the Most Authentic Service Of Its Kind.

Chicago VC Installs

CHICAGO—Good-fellowship and optimistic talks added to the success of the Variety Club installation of 1951 officers at a dinner attended by more than 200. Marc Wolf, International Chief Barker, was the installing officer, and William McCraw, International Executive Director, master of ceremonies. Wolf gave high praise to Jack Kirsch, retiring Chief Barker, and predicted his successor, Irving Mack, would carry on with fine achievements. Kirsch was lauded for his efforts to sustain La Rabida Sanatorium and other of the local tent's charities.

Sullivan Hails Arbitration Move

NEW YORK—Gael Sullivan, Theatre Owners of America executive director, last week hailed as a "healthy sign" and a "statesmanlike gesture" the Allied States Association board's authorization of Abram F. Myers to enter into discussions with distributors on a possible industry arbitration system.

Myers Urges COMPO Support

NEW YORK—Widespread support of COMPO was urged last week by Abram F. Myers, Allied States Association, in a letter to Ned E. Depinet, COMPO president, confirming Allied's recent ratification of the COMPO reorganization formula.

Myer's letter confirmed the appointment of Allied's eight representatives on the new COMPO executive committee.

What has The Bronx got
that Brooklyn



M

"MOLLY"

Starring

GERTRUDE BERG

as *Molly Goldberg*

with PHILIP LOEB • ELI MINTZ

EDUARD FRANZ • BARBARA RUSH • PETER HANSON

Produced by MEL EPSTEIN • Directed by WALTER HART

Screenplay by Gertrude Berg and N. Richard Nash • Based on the
CBS radio and television programs as created by Gertrude Berg



hasn't got?

—in one word:

MOLLY

and when Molly pulls the strings, it's 90 minutes of laughter and romance that's

'A CINCH TO MOP UP!' —Variety

'A SURE-FIRE ATTRACTION!' —Boxoffice

'AN UNQUALIFIED SUCCESS!' —Showmen's T. R.

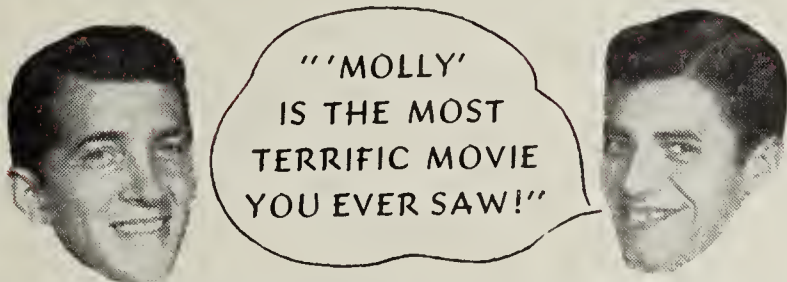
'CAPTIVATING AUDIENCE MATERIAL!' —M. P. Herald

'EXCEPTIONALLY GOOD!' —Harrison's Reports

'HIGH-RATING COMEDY FOR STRONG BUSINESS!' —The Exhibitor



'Molly' Gets The Medal
from Parents Magazine as The Best Picture of The Month...



"'MOLLY'
IS THE MOST
TERRIFIC MOVIE
YOU EVER SAW!"

says Jerry Lewis in the

FREE TEASER TRAILER

featuring Martin & Lewis. Available soon at your Paramount Exchange.

What's Paramount Got
That No Other
Company Can Match?

Today's top
performing
product:

Cecil B. DeMille's
**SAMSON AND
DELILAH**

Color by Technicolor

Martin & Lewis
**AT WAR WITH
THE ARMY**

Alan Ladd
BRANDED

Color by Technicolor

Bing Crosby
MR. MUSIC

JOAN JOSEPH
Fontaine · Cotten
**SEPTEMBER
AFFAIR**

A Hal Wallis Production

**THE GREAT
MISSOURI RAID**

Color by Technicolor

**THE REDHEAD
AND THE COWBOY**
Glenn Ford
Edmond O'Brien
Rhonda Fleming

This Was The Week When . . .

The ATOI, Indiana Allied unit, praised Paramount for planning to sell "Samson And Delilah" on regular top terms, and called it a fine gesture and proof of the company's sincerity in maintaining good relations with its customers. . . . RKO revealed that "Tarzan's Peril" would have a 200-city day and date premiere in March. . . . Oscar A. Morgan, general sales manager, Paramount, shorts subjects and Paramount News, announced a promotion campaign for "Little Big Leaguers," Paramount-Grantland Rice Sportlight.

WB completed plans for the world premiere of "Raton Pass" at the Kimo, Albuquerque, N. M., with Dennis Morgan, Steve Cochran, and Dorothy Hart in attendance on March 6. . . . WB's Jack L. Warner and Jane Wyman received honors before 150 members and consular guests of the Foreign Trade Association in Hollywood.

MGM revealed that "Teresa" would have its international opening on April 1 in London at the Empire. . . . Weisner Brothers Productions, through executive producer Irving Weisner, announced that it was seeking original stories in screen play with the company, headed by Weisner and his brother Sidney, producing in the east and on the coast. . . . Michael Todd announced that Robert Flaherty would direct the first film for Thomas-Todd Production in the Cinerama Process, which gives illusion of dimensional sight and sound in color.

NPA Approves, Disapproves

WASHINGTON—The NPA last week approved six applications for theatre permits on a hardship basis.

Included were: Little Carnegie Realty Corporation, New York, alterations, \$180,000; William Reitz, Sunbury, Pa., for drive-in near Stroudsburg, Pa., \$75,000; Liberty Associates, Miami, Fla., for drive-in, \$110,000; Empire Drive-In Theatres, Inc., La Mesa, Cal., drive-in, \$50,000; Griffith Theatres, Oklahoma City, for drive-in in Tulsa, Okla., \$40,000; George Mercer, for Shreveport, La., drive-in, \$90,000; H and E Balaban, Inc., Chicago, for amusement park, \$11,000, and J. Gooding, Cleveland, for amusement park, \$11,000.

Denied were: A. P. Boyett, College Station, Tex., for drive-in, \$40,000; J. T. Paulsel, Fort Worth, Tex., for Alpine, Tex., drive-in, \$25,000; For Alliance Corporation, Denver, for Sidney, Neb., theatre, \$103,510; H. E. Otto, Danville, Jr., for Somerset, Ky., drive-in, \$30,000; Realart, New Orleans, for Gulfport, Miss., drive-in, \$75,000, and Chris Lampros, Farrell, Pa., for Sharon, Pa., theatre, stores, etc., \$75,000.

Para. Decree In Court March 1

NEW YORK—Special Assistant U. S. Attorney General Phil Marcus revealed last week in Statutory Court that he will appear before the three judges on March 1 to argue a major amendment to the Paramount consent decree.



Top U. S. Postoffice officials recently were treated to a special preview of Paramount's "Appointment With Danger," and pictured above in Washington as they examine a print before the screening are Postmaster General Jesse M. Donaldson, Robert Denton, head, Paramount Newsreel, Washington, and William B. Allen, Donaldson's assistant.

Would Bar Limit On RKO Stock Sale

NEW YORK—Thomas Slack, attorney for Howard Hughes, was to have filed in Statutory Court yesterday (Feb. 27) an affidavit citing precedents to show that consent decrees should bar modification of further litigation in cases involved unless drastic changes in conditions make them necessary.

Indicating that Hughes will not consent voluntarily to any time limit on the sale of RKO Theatres' stock belonging to him, Slack asked the court whether the time limit was an order to modify the terms of the decree between the government, and whether, if this were the case, the procedure adopted were proper.

The court gave Special U. S. Assistant Attorney General Philip Marcus until March 6 to file an affidavit in reply to Slack, with Slack having until March 9 for any rebuttal.

Slack declared that Hughes wants to sell the theatre stock being held in a voting trust by the Irving Trust Company but said that he preferred to stand on the supposition that Hughes does not have to sell.

Exclusive Basketball TV Clicks

ALBANY—Described by Nate Halpern, TOA television consultant, as a "terrific success" was the big-screen pickup of the Georgetown-Siena basketball game at Fabian's Palace last week. It was the first exclusive telecast of a basketball game.

The 3,600-seat Palace was completely sold out, with 90 per cent of those present there to see the game, according to Halpern. The management noted that Tuesday night, when the game was telecast, is usually a dead night because it is the last night of the run of the picture. Audience reaction was reported to be extremely enthusiastic.

Phonevision Shows Vol. Features

CHICAGO—Columbia last week made available for the Phonevision tests two features, "Texas," released in 1941, and "Lost Horizon," released in 1937. Other films scheduled for Phonevision showing were Paramount's "Big Town After Dark," ELC's "Caravan," UA's "The Westerner," Warners' "Embraceable You," RKO's "Song Of The South," and MGM's "Homecoming."

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

WB

"Raton Pass"—Names will make the difference.

MGM

"Teresa"—Well-made drama will appeal mostly to class spots.

"Father's Little Dividend"—Will roll into the better money.

RKO

"Payment On Demand"—Good women's show.

"Stars" Wins Freedom Award

VALLEY FORGE, PA.—Freedom Foundation last week announced that MGM's "Stars In My Crown" had won the \$1500 first place award for features and short subjects that were "outstanding contributions to freedom during 1950." The prize was one of more than 800 awarded to various American individuals and organizations by the Foundation.

Second place winners in the features and short subjects category were "Cheaper By The Dozen" (20th-Fox), "Our Very Own" (RKO-Goldwyn), "Broken Arrow" (20th-Fox), and "Breakthrough" (Warners). Third place awards went to "Women Of Tomorrow" (Warners), "The Next Voice You Hear" (MGM), "Young Doctor Sam" (Para.), "Albert In Blunderland" (MGM), and "The Fifth Freedom" (Mode Art). In fourth place were "Three Came Home" (20th-Fox), "Mid-Century Man Of Tomorrow" (20th-Fox), and "The Big Lift" (20th-Fox).

William H. Wright, producer, "Stars In My Crown," accepted from General Omar S. Bradley the first place award. Phyllis Kirk, MGM star, also participated in the ceremony in the Freedom Theatre on the Foundation's national headquarter's property.

The Service Kit Is the Season's Hit.

Brilant Upped By RKO

NEW YORK—Don Prince, eastern publicity manager, RKO, last fortnight announced the assignment of Arthur Brilant to head a new department to develop and coordinate all plans to increase activity in the commercial tieup field as part of an overall drive to step up national publicity coverage for the company's product. Brilant, in charge of RKO Sunday newspaper features, will also direct trade paper publicity. At the RKO studio, Dick Mahn will be in charge of tieups under the direction of studio publicity director Perry Lieber.

Loew's Declares On Common

NEW YORK—Directors of Loew's, Inc., declared a quarterly dividend of 37½ cents per share on the company's common stock, payable on March 31, 1951, to stockholders of record on March 16, 1951.

Order Bans Film Shipments

WASHINGTON—Export of raw film stock was virtually cut off last week by a Department of Commerce order banning shipment of negatives valued at \$25 or more out of the United States.

**Get this
through
your
head!**



'Tomahawk' Big
San Francisco, Feb. 20.
Holdovers are holding their own here.

'Tomahawk' Tops
In Philly
Philad.

'Tomahawk' Lively
Providence, Feb. 20.
is showing the way here
this week with

'Tomahawk' Hot
Buffalo, Feb. 13.
fairly well here

'Tomahawk' Smash
Boston, Feb. 20.
Plenty of newcomers at major
theater but big

TOMAHAWK

**is slashing its way through
tough competition to
TOP BUSINESS
all over the country!**

**HERE COME
THE HOLDOVERS!**

**SAN FRANCISCO • STOCKTON • OMAHA
HAMPAIGN • PHILADELPHIA • OAKLAND
LEVELAND • SPRINGFIELD, MASS. • BOSTON
LOOMINGTON • MANCHESTER • BALTIMORE
ALLENTOWN • HARTFORD • BRIDGEPORT
.....and more coming every day!**



"TOMAHAWK"

The Story of the Great Sioux Indian Uprising

Color by **TECHNICOLOR**

starring **VAN HEFLIN • YVONNE De CARLO**

with **Preston Foster • Jack Oakie • Tom Tully
Susan Cabot and ALEX NICOL**

Screenplay by **SILVIA RICHARDS and MAURICE GERAGHTY**
Directed by **GEORGE SHERMAN** • Produced by **LEONARD GOLDSTEIN**

A UNIVERSAL-INTERNATIONAL PICTURE



MISCELLANEOUS

NEWSREELS

IN ALL FIVE:

Red Cross trailer.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 34, No. 17) Korea: Allies blast Reds aided by guns of "Big Mo". Rock Island, Ill.: Korea war arms reconditioned. New Guinea: Volcano kills 4,000. Formosa: Chinese navy training for offensive. New York City: Film critics name "All About Eve" year's best picture. Lake Opechee, N. H.: Trotting race on frozen lake. Italy: Motorcycle speed record set in Rome. The Bahamas: Cliff diving.

NEWS OF THE DAY (Vol. XXII, No. 251) Formosa: Chinese navy training for offensive. Rock Island, Ill.: Korea war arms reconditioned. Puerto Rico: Industry booms. New York: Basketball scandal spreads. New York: Golden Gloves championships. Italy: Motorcycle speed record set in Rome. Bahamas: Cliff diving.

PARAMOUNT NEWS (No. 54) Puerto Rico: Industry booms. Germany: Britain trains "foreign legion" troops in British Occupation Zone. New York: Basketball scandal spreads. The Bahamas: Male fashions go native. New York: Golden Gloves championships. Switzerland: Steeplechase on ice.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 433) Rock Island, Ill.: Korea war arms reconditioned. Japan: Tokyo blizzard. Puerto Rico: Industry booms. Spokane: Pigeonhole parking. New York: Golden Gloves championships. Germany: Pint size sleds on bob-sled run. Bahamas: Cliff diving.

WARNER PATHE NEWS (Vol. 22, No. 56) Korea: Allies blast Reds aided by guns of "Big Mo". Puerto Rico: Industry booms. Italy: Beats food prices, fasts 55 days. France: Two-year-old twin ski champs. Australia: Surf champ, 17 months old. New York: Golden Gloves championships.

TELENEWS DIGEST (Vol. V, No. 8-B) Korea: Fight on Guerrillas. Washington: Urge American troops for Europe. New York: Basketball scandal spreads. Spain: Festival. New York: Spring fashions by Lilly Dache. Norway: Olympic preview.

IN ALL FIVE:

Aberdeen, Md.: President Truman visits army testing ground. Aberdeen, Md.: Thirteen-year-old G.I. sent home.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 34, No. 16) Korea: "Flying Box Cars" aid UN advance. New York: Eisenhower sails. New York: AAU track meet. Australia: U. S. tennis champ wins. Grossinger, N. Y.: Barrel jumping.

NEWS OF THE DAY (Vol. XXII, No. 250) Chalk River, Ontario: Inside Canada's super-atomic plant. Korea: "Flying Box Cars" aid UN advance. Culver City, Cal.: Jalopy races. Grossinger, N. Y.: Barrel jumping. Beverly Hills, Cal.: MGM wins top honors in magazine awards.

PARAMOUNT NEWS (No. 53) New York: College basketball scandal. Culver City, Cal.: Jalopy races. Chicago: Auto show. Korea: "Flying Box Cars" aid UN advance.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 432) Korea: "Flying Box Cars" aid UN advance. Spain: San Sebastian hurricane. New York: "Bonzo" greeted. Hol-

Pittsburgh Colosseum Has Better Gross Plan

PITTSBURGH—Robert H. Ruskin, president, Pittsburgh Loge, Colosseum of Motion Picture Salesmen, announced last week the adoption of a plan by the group in order to help increase theatre grosses. The plan consists of two features. The first is for the salesmen to resell motion pictures to the public by going back to the grass roots. This will involve the salesmen donating their own time to speak on the subject of the industry before civic organizations.

The second feature is the formation of a clinic whereby the salesmen will attempt to aid the exhibitor by advising him as to possible changes of policy with a view of increasing grosses while maintaining film rentals.

land: Training device for soccer players. Grossinger, N. Y.: Barrel jumping.

WARNER PATHE NEWS (Vol. 22, No. 55) New York: College basketball scandal. Teheran: Shah of Iran wed. Washington: Acheson urges fast Atlantic Pact arms aid. Chalk River, Ontario: Inside Canada's super-atomic plant. Korea: "Flying Box Cars" aid UN advance.

TELENEWS DIGEST (Vol. V, No. 8-A) Korea: General MacArthur visits front, all-out Communist attack smashed, UN forces advance slowly, U.S.S. Missouri blasts Red installations. Aberdeen, Md.: President Truman visits army testing ground. Teheran: Shah of Iran wed. France: Plane with flapping wings. Japan: Volcano erupts. Washington: General J. Lawton Collins on army power. Phoenix, Ariz.: Yankee rookie training.

TELENEWS DIGEST (Vol. V, No. 7-B) Korea: UN forces battle new Red drive. Thailand: Arms aid. Holland: Floods. Washington: Navy explains "flying saucer." News Briefs: Gambler Frank Costello testifies; Admiral Chester Nimitz becomes head of Internal Security Commission. Japan: Dancing cult contributes to religious revival. Germany: Pre-Lenten carnival. Finland: Marshal Carl G. Mannerheim, dead. Hialeah, Fla.: McLennan Handicap.

NATIONAL LEGION OF DECENCY

March 1, 1951

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Bonnie Prince Charlie" (English-made) (London); "Circle Of Danger" (English-made) (ELC); "The Courtneys" (English-made) (London); "Gene Autry And The Mounties" (Col.); "Go For Broke" (MGM); "Ma And Pa Kettle Back On The Farm" (U-I); UNOBJECTIONABLE FOR ADULTS: "Air Cadet" (U-I); "Another Shore" (English-made) (Pentagon); "Father's Little Dividend" (MGM); "Fingerprints Don't Lie" (Lippert); "Into The Blue" (English-made) (London); "Only The Valiant" (WB); "Royal Wedding" (MGM); "The Small Voice" (English-made) (London); "Three Guys Named Mike" (MGM); "U.S.S. Teakettle" (20th-Fox); OBJECTIONABLE IN PART: "Flesh And Blood" (English-made) (London); "Payment On Demand" (RKO); "Raton Pass" (WB); "Quebec" (Para.); "Valentino" (Col.); "Volcano" (Italian-made) (ELC); CONDEMNED: "Manon" (French-made) (Discina Int.); "No Orchids For Miss Blandish" (English-made) (Alliance).

Kreisler Reports On Advisory Unit

NEW YORK—One hundred and thirteen foreign film producers from 22 countries have availed themselves of the services of the Motion Picture Association's Advisory Unit for Foreign Films during its initial year of activity, it was disclosed last week in the first annual report submitted by B. Bernard Kreisler, executive director of the unit, to John G. McCarthy, MPAA vice-president in charge of International Affairs.

The report points out that 77 of the 113 producers or their representatives visited MPAA offices to get first-hand details on the nature and extent of this unique assistance program. Of the 77 foreign film personalities, nearly half came from Italy and France. Other countries that sent emissaries for AUFF consultations include Argentina, Mexico, Canada, England, Eire, Switzerland, Norway, Denmark, Germany, Israel, Egypt, Turkey, Australia, India, Siam, and Japan.

Para. Division Men Meet

NEW YORK—Paramount last week scheduled a meeting of its divisional sales managers for March 2 and 3 at the home office, it was announced by A. W. Schwalberg, president, Paramount Film Distributing Corporation.

Attending will be: M. R. Clark, south central division manager; J. J. Donohue, central division manager; Howard Minsky, mideastern division manager; Hugh Owen, eastern and southern division manager; G. A. Smith, western division manager, and Gordon Lightstone, Canadian general manager.

"Hornblower" Premiere Set

LONDON—Her Royal Highness Princess Margaret will head the distinguished world premiere audience at the first showing of Warners' new Technicolor adventure drama, "Captain Horatio Hornblower" at the Warner, Leicester Square, on April 12.

Paramount Discontinues Proj. Room Tradeshow

NEW YORK—Paramount revealed last week that as the result of disappointing exhibitor attendance at trade shows, the company would discontinue such tradeshowings, and instruct its sales staff to sell pictures immediately on receipt of the new release schedule.

Tradeshowing is not mandatory under the consent decree, but the decree provides that an exhibitor is entitled to certain cancellation privileges on pictures licensed which have not been tradeshown prior to license.

NATIONAL BOARD OF REVIEW

Feb. 24, 1951

SELECTED FEATURES: "Air Cadet" (U-I); "The Harlem Globetrotters" (Col.); "Payment On Demand" (RKO); "Quebec" (Para.); "Royal Wedding" (MGM).

Feb. 10, 1951

STARRED SELECTED FEATURE: "Teresa" (MGM); SELECTED FEATURES: "Lucky Nick Cain" (20th-Fox); "Vengeance Valley" (MGM).

With **BILL ELLIOTT** *Mighty Adventure Star*
CARS OUT OF THE WEST IN ONE OF THE
GREATEST ACTION SERIALS OF ALL TIME!



KIT CARSON... No name more ringing, more
irring, more glamorous to the millions upon millions of
-sold" school children—and adults—who will once again
in love at first sight of his name!

starring
BILL ELLIOTT

with
IRIS MEREDITH · RICHARD FISKE · BOBBY CLACK

Screen play by Joseph F. Poland, Morgan B. Cox, Ned Dandy
Directed by Sam Nelson and Norman Deming
A COLUMBIA SERIAL (Reprint)

PEOPLE

NEW YORK—Robert S. Benjamin, president, J. Arthur Rank Organization, Inc., last week announced that J. B. L. Lawrence, public relations counsel and member of the board of directors, had been granted a leave-of-absence in view of his call to active duty in the army abroad. Lawrence will be stationed at the headquarters of General Eisenhower in Paris.

HOLLYWOOD—Climaxing 21 years of service with Columbia Studios, Irving Briskin, studio general manager, last week signed a new seven-year contract with the company. Briskin, the oldest studio executive in point of service, joined Columbia in 1930 as producer.

NEW YORK—Donald F. Higgins was last week appointed chairman of the editorial board at "The March of Time." Higgins succeeds Fred Feldkamp, who moved to the new television department as script supervisor.

NEW YORK—Seymour Miller was last week named branch manager of United Artists' St. John's, New Brunswick, exchange under Charles Chaplin, Canadian division manager. His promotion fills the vacancy left by Lou Michelson, resigned.

SWG Awards Honors

HOLLYWOOD—The third annual awards of the Screen Writers Guild were presented last week at a banquet attended by over 1,000 persons. Carl Foreman received the top trophy and Robert Meltzer an award for "The Men," said to "best depict the American scene." Awards also went to Joseph Mankiewicz and Mary Orr for the best written comedy, "All About Eve"; to Charles Brackett, Billy Wilder, and D. M. Marshman, Jr., for the best written drama, "Sunset Boulevard," and to Michael Blankfort and Elliott Arnold for the best written western, "Broken Arrow." George Wells received an award for the best written musical, "Three Little Words," while Herbert and Dorothy Fields received a similar award for "Annie Get Your Gun."

Christopher Awards, previously announced in New York, were conferred upon Lamar Trotti for "Cheaper By The Dozen" and Frances Goodrich and Albert Hackett for "The Father Of The Bride." George Jessel was master of ceremonies.

Hartman Named Freeman Aide

HOLLYWOOD—Y. Frank Freeman, Paramount vice-president in charge of studio operation, announced last week that Don Hartman will join his staff as supervisor of production. He will assume the duties formerly handled by Samuel J. Briskin, who relinquished the post due to his health. Hartman is scheduled to report to Paramount on March 5. He will work under the direction of Freeman, who is in complete charge of all studio operation.

ELC Sued By Kings

NEW YORK—King Brothers last week filed suit in the Los Angeles Superior Court against Eagle Lion Classics charging breach of contract, and asking for an accounting of the receipts from "Paper Bullets," a King production of 1941. The picture originally was released by PRC, which Eagle Lion Classics inherited, and later was reissued by ELC under the title, "Gangs, Inc."

Philly VC Convention Group Setting Plans

PHILADELPHIA—A working organization to handle the campaign for the 15th annual convention of Variety Clubs International, May 9-12, is ready for the drive that must be made to carry it to a successful conclusion, according to a statement of Victor H. Blanc, general chairman of the convention, this week.

Blanc has surrounded himself with a steering committee consisting of Ted Schlanger, Jack Beresin, James P. Clark, Jay Emanuel, Everett C. Callow, Harold D. Cohen, Edward Emanuel, Michael Felt, Louis J. Goffman, Jack H. Greenberg, David Supowitz, and Bennett E. Tousley. Edward Emanuel will act as liaison officer. Goffman will be in charge of legal affairs, and Greenberg is treasurer. Greenberg has appointed Herbert Baylson, Cecil Felt, William Blumberg, and Sidney Samuelson to assist him.

Daff Finds New Exhibitor Interest

NEW YORK—Exhibitors everywhere are showing a renewed interest in cooperating with distributors in a revival of motion picture showmanship, Alfred E. Daff, U-I director of world sales, currently visiting exchange centers, declared this week.

Daff, who has met with all types of exhibitors during his weekend trips which have now brought him to more than half of the company's 31 branches, is finding eagerness on the part of these exhibitors to cooperate fully with distributors in special advertising and exploitation, it was revealed.

Daff stated that many exhibitors are mindful of the fact that the public is responding better than ever to good pictures, and especially when they receive the benefit of extra attention in advertising and exploitation.

In areas covered by television, he stated, exhibitors are anxious to cooperate in television advertising.

Daff declared:

"Exhibitors are also mindful of the importance of carrying in their advertising the complete program, including newsreels and shorts.

"Universal is following through on its policy to distribute pictures on a regional rather than a national scheme. In connection with this, our local sales personnel have been instructed to tabulate information which can be weighed in relation to the national survey which continuously comes to us each week through our business charts. Our branch managers report that, as a result of this decentralization which enables them to negotiate the sale of pictures on a local level, certain territories show more improvement than others, due mainly to local conditions and local promotion efforts.

"Most exhibitors are anticipating the program which COMPO is developing, both for the continuing improvement of the boxoffice, and for the general elevation of public relations in the industry."

For Real Coverage Of Happenings In Your Area, Read This Publication.

COMPO Planning September Drive

NEW YORK—Plans of the Council of Motion Picture Organization for a nationwide boxoffice drive to start early in September were given impetus last week at a luncheon at the Metropolitan Club attended by top distribution and advertising executives and leading exhibitors.

Speeches by Ned E. Depinet, president, COMPO; Spyros Skouras, president, 20th Century-Fox; William F. Rodgers, MGM, and others emphasized that exhibition, distribution, advertising and production must all be united in the drive if it is to be a success, and that the organization which is to be set up to handle the campaign will be composed of all four branches of the business.

Depinet announced at the close that he would appoint committees immediately to lay plans for the campaign, which was approved last November by the COMPO executive committee as one of the industry agency's major projects for the immediate future.

Principal speaker was Skouras, who, as the originator of the "Movies Are Better Than Ever" campaign, acted as co-sponsor of the luncheon with Depinet. Declaring that the industry must revive the movie habit among the people, he laid down a program aimed to achieve the following:

The industry must overcome the public's idea that pictures have deteriorated in quality, that Hollywood is decadent and evil, that the film industry is panicky over the effects of television, and that Hollywood cannot meet the demand for adult entertainment.

He said COMPO's program should show the national service the picture business performed in the last war, the immense charitable works it is doing, and drive home to the public the fact that local investment in theatres is an important part of the American economy, and that the money spent on theatre admissions is only a small part of the total spent on all entertainment.

Expressing confidence in the public's enthusiasm for pictures, Skouras said that the only people who did not seem to recognize that fact were those in the business.

Other speakers were Arthur L. Mayer, executive vice-president, COMPO; Leonard Goldenson, president, United Paramount Theatres; Sol Schwartz, RKO Theatres; George Skouras, Al Lichtman, 20th Century-Fox, and Max Youngstein, who originally presented the boxoffice campaign to the COMPO executive committee last November.

Goldenson recommended that prizes, similar to the Oscars given by the Motion Picture Academy, be bestowed on the best boxoffice pictures of each of the four months the drive lasts.

He said that an Oscar should be given the best picture in each of four classes, westerns, musicals, comedies, and straight dramas, the presentation to be made at a dinner in New York to the producers, directors, and stars of the prize-winning productions.

Rodgers urged that the top exhibitor of each state be invited to Hollywood by the producers for discussion of mutual problems, and Lichtman recommended a nationwide research program.

"...TECHNICOLOR has served the motion picture industry faithfully and well."

In a letter to Dr. HERBERT T. KALMUS from Harry C. Arthur, Jr., president Fanchon & Marco, Inc.



TECHNICOLOR acknowledges with pride the Special "Box-Office Winner" Award presented by Fanchon & Marco's St. Louis Theatres.

Our entire organization is grateful to Harry C. Arthur, Jr. and his theatre chain for this noteworthy honor. We shall continue unflagging effort to assure that the phrase "COLOR BY TECHNICOLOR" will remain indicative of the greatest technical perfection a company can render to an industry.

TECHNICOLOR

IS THE TRADE MARK OF

TECHNICOLOR MOTION PICTURE CORPORATION

HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER

WB Stockholders Okeh Reorg. Plan

WILMINGTON, DEL.—Stockholders of Warner Brothers, Inc., at the annual meeting last week approved the plan of reorganization whereunder the theatre assets of Warner, located in the United States, will be divorced from its production and distribution assets in accordance with the consent judgment agreed upon with the Department of Justice.

The reorganization plan was approved with 5,079,833 shares voted in favor and 41,579 opposed. Stockholders will receive one-half share of the new theatre company stock and one-half share of the new picture company stock in exchange for each share of the present Warner common stock. The company is given until April 4, 1953, to carry out the plan of reorganization.

Warner Brothers Pictures, Inc., will continue to operate until the plan of reorganization has been carried out, and the theatre assets have been transferred to the new theatre company, and the production-distribution assets transferred to the new picture company, and the two new companies commence operations.

The stockholders also authorized the cancellation of 523,000 shares of Warner common stock held in its treasury and reduction of the capital by \$2,615,000. Five directors, Samuel Carlisle, Stanleigh P. Friedman, Charles S. Guggenheimer, Samuel Schneider, and Morris Wolf, were re-elected for a period of two years.

At the stockholders' meeting, former Federal Judge Hugh M. Morris, Wilming-

MPA Finally Gives Approval To "Twist"

NEW YORK—The board of directors of the Motion Picture Association last week authorized the Production Code Administration to issue a certificate for "Oliver Twist" in its revised form.

At its meeting, the board considered the appeal of Eagle Lion Classics, Inc., for the certificate which had been withheld by the Production Code Administration.

At a hearing on the appeal before the board last month, the distributor offered to make eliminations from the film, and the board called upon the director of the Production Code Administration to make his recommendations. Extensive eliminations recommended by the Production Code director were made by Eagle Lion Classics.

Some changes in by-laws were approved, and Ned Depinet was given a vote of thanks for his work on COMPO.

ton, who presided, stated that under the present federal excess profits tax law it is now estimated that, should Warner Brothers Pictures, Inc., and its subsidiaries file a consolidated income tax return, they will not be required to pay an excess profits tax until the consolidated earnings subject to such tax exceed \$24,000,000. Judge Morris also presented to the meeting the Warner financial statement for the three months ended on Nov. 25, 1950.

Management representatives included Robert W. Perkins, vice-president, secretary, and general counsel; Friedman, vice-

president; Harold S. Bareford and Edward K. Hessberg, both assistant secretaries; W. Stewart McDonald, assistant treasurer; Thomas J. Martin, auditor; A. J. Vanni, out-of-town zone manager, Philadelphia territory, S-W Theatres, and Lewis S. Black, city manager.

Perkins said in answer to a stockholder's question, that although there have been some negotiations looking to sale by the Warner brothers of their interest in the projected theatre company, the brothers have made no commitment, and their election as between the theatre company and the picture company is still open.

McDonald, answering another stockholder's question, attributed declining film rentals, theatre admissions, and sales to heavy buying in consumer goods, installment sales, home mortgages, the high cost of living, debts, and taxes, rather than television.

Judge Morris announced that Warner Brothers Pictures, Inc., and subsidiary companies reported for the three months ending on Nov. 25, 1950, a net profit of \$1,813,000 after provision of \$2,000,000 for federal income taxes and after a provision of \$200,000 for contingent liabilities. The net profit for the three months ending on Nov. 26, 1949, amounted to \$3,189,000 after provision of \$2,200,000 for federal income taxes and after a provision of \$250,000 for contingent liabilities.

The net profit for the three months ending on Nov. 25, 1950, is equivalent to 26 cents per share on the 6,821,600 shares of common stock outstanding on Nov. 25, 1950, after deducting shares held in the treasury. The net profit for the corresponding period last year was equivalent to 43 cents per share on the 7,295,000 shares of common stock then outstanding.

Film rentals, theatre admissions, sales, etc., after eliminating intercompany transactions, for the three months ending on Nov. 25, 1950, amounted to \$27,926,000, as compared with \$32,712,000 for the corresponding period last year. The provision for estimated federal taxes on income, Judge Morris said, has been calculated at the rates provided under the existing federal income and excess profits tax law. It is estimated that no excess profits tax provision is required.

Between June 22, 1950, and the close of the last fiscal year, Aug. 31, 1950, the company acquired a total of 297,700 shares of common stock. During the quarter ending on Nov. 25, 1950, the company purchased 175,700 shares of its common stock at a cost of \$2,309,000. Between Nov. 25, 1950, and Jan. 11, 1951, 49,600 shares of the company's common stock was purchased at a cost of \$618,000. No common stock has been purchased by the company since Jan. 11.

Philly To Honor Skouras

PHILADELPHIA—Five artists who, in their respective fields, have contributed to better understanding among all people will receive the Philadelphia Fellowship Commission human relations awards at the Bellevue-Stratford Hotel on March 1: Willard Motley, novelist; Spyros Skouras, 20th-Fox president; Langston Hughes, poet and playwright; John Hersey, journalist and author, and Arthur Koestler, author.

The men will be honored at the Fellowship Commission's 1951 membership enrollment dinner, "A Salute to the Arts."

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Youngstein Named UA Vice-President

NEW YORK—Arthur B. Krim, president, United Artists, announced last week the appointment of Max E. Youngstein as vice-president of the company and national director of advertising, publicity, and exploitation. He assumed office on Feb. 26.

Reports were also current that William J. Heineman, ELC vice-president, would join UA in a similar post.

A new board will be elected in a fortnight. President Arthur B. Krim, Matty Fox, and Seymour Peyser, representing the new management, and Mary Pickford and Lloyd Wright, representing the coowners, constitute the voting trusteeship, with the permanent board moving to set the official group to work under Krim.

Meanwhile, it was learned that C. J. Scollard had resigned as executive vice-president, effective on March 2.

Fred M. Jack, United Artists' western and southern division sales manager, and Nat Nathanson, eastern and Canadian sales manager, left last week for an intensive swing around their sales territories for a series of meetings with district and branch managers and field personnel to spur liquidation of UA product now in release, and to prepare for the flow of new product to be scheduled for release in the immediate future, it was announced by Gradwell L. Sears.

First release agreements under the new management setup were announced to be Bob Roberts' "He Ran All The Way," starring John Garfield and Shelley Winters, and Douglas Sirk's "The First League," starring Charles Boyer. Slated to begin production in Africa on April 1 is a Sam Spiegel picture for Horizon, "African Queen," in Technicolor, and starring Humphrey Bogart and Kathryn Hepburn.

Meanwhile, Russell M. Moss, executive vice-president, Motion Picture Home Office Employees Local H-63, last week delivered a formal request for a meeting with UA executives to negotiate a new contract for the home office clerical staff. Moss' letter pointed out that the workers have not had any pay raises since Oct. 6, 1948, and that a contract dated Feb. 2, 1949, was extended for an indefinite period under an agreement negotiated on Dec. 29, 1949.

The union official asserted that under the agreement UA owes some 150 clerical workers retroactive pay amounting to between \$25,000 and \$35,000.

"Love" NY Run Ends

NEW YORK—The Paris last week decided to end the engagement of the trilogy, "Ways Of Love," embodying the controversial "The Miracle," following a sharp drop in business after the Board of Regents revoked the license granted "The Miracle" by the Motion Picture Division of the State Education Department. Joseph Burstyn, Inc., sought a temporary injunction in the Supreme Court in Albany immediately after the Regents' decision. The petition was denied by Justice Kenneth MacAffer, who declared, "the petitioner has not established to the court's satisfaction that the denial of this stay would result in immediate and irreparable damage to it."



Thelma Ritter, star of Paramount's "The Mating Season," addresses a special winter meeting of the Columbia University Journalism Alumni Association, held recently in New York City, while on the platform behind her are, from left, Leonard Spinrad, Warners publicist; Si Seadler, MGM advertising director; columnist Earl Wilson, The New York Post, and Alice Hughes, King Features writer.

House Committee In Hollywood

WASHINGTON—Armed with subpoenas for at least 10 industry figures, two investigators were sent by the House Committee on Un-American Activities to Hollywood last week to order witnesses to testify in a new inquiry into Communism in the movie colony. The investigators were instructed to serve the subpoenas if they found any basis for further hearings.

Representative John S. Wood, Democrat, Georgia, predicted that the committee probably would open the 1947 hearings on Communism in Hollywood, which resulted in the jailing of 10 writers and producers on contempt charges after they refused to testify.

Met. Passbook Plan Progresses

NEW YORK—Harry Brandt's Mayfair, the Rialto and Laffmovie, and Interboro, Raritan, Hyams-Green, Aldon, and Eastern Drive-In groups, plus theatres from the Rosenblatt, Harris, and J. J. Circuits, have already signed up with the Metropolitan Passbook Plan, it was revealed by Harry Schooler, last week.

The plan offers over \$175 worth of free admissions to Broadway and neighborhood film houses, free dinners at some of the town's top restaurants and nightclubs, and other free services and admissions for a membership fee of \$1.98.

Schooler, west coast showman, who has been operating the plan in Los Angeles and San Francisco for the past eight years, has distributed more than 40,000 passbooks. All of his accounts back up the pass agreement with a signed contract, and books are sold on a strict money-back guarantee. Schooler is spending \$12,000 weekly on radio and video advertising, and will add a regular schedule of newspaper advertising within a week.

Rubin In Paramount Post

NEW YORK—Barney Balaban, president, Paramount Pictures Corporation, announced this week that Robert J. Rubin is joining the organization as an assistant to the president. Rubin, brought into the industry as assistant to Donald M. Nelson, has been active in motion picture matters primarily in the field of distribution and foreign markets for a number of years. His most recent post was as general counsel for the Society of Independent Motion Picture Producers.

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Skouras Clarifies Swiss TV System

NEW YORK—Spyros Skouras, president, 20th Century-Fox, last week elaborated on the deal closed by him and other officials of the company which would eventually put 20th Century-Fox in the television business. The agreement between the film company and a subsidiary of the University of Zurich, Switzerland, gives the former manufacturing rights throughout the world of all types of television equipment, for homes as well as theatres. However, Skouras was not sure whether or not the Swiss television system would be licensed to other manufacturers once it is perfected to specifications to be provided the Swiss by company engineers.

Skouras announced that his company has advanced a considerable sum of money to be used over the next 18 months, in perfecting the working model desired by 20th Century-Fox engineers, and it is expected that it will be able to receive both color and black and white images, and it will be able to receive color telecasts from any system presently in use or being experimented with and to throw same on theatre screens without loss of detail or color.

He described the television projector as being about the same size as a present theatre projector, and that it will also fit into any standard size theatre booth. Any projectionist will be able to operate this Swiss television projector, he says. Skouras also reported that according to his obser-

NYSE Basic Minimum Starts On April 22

NEW YORK—Some 75,000 industry employees in New York State will be affected by the basic 75-cent-hourly minimum wage for the amusement industry to go into effect on April 22. The minimum was recommended last August by the Amusement and Recreation Industry Minimum Wage Board for New York State.

Certain types of jobs in certain areas in the state will be excepted under the ruling, so that ticket takers and doormen, for example, will be scaled from 70 cents hourly to 60 cents, depending on the size of the community. Ushers will receive a minimum of 55 cents hourly in New York City, Westchester, and Nassau Counties, but only 50 cents elsewhere in the state.

vations it seems to be the best of the theatre television systems devised to date, and there is no limit to the distance that the projector can be installed from the screen as a regular arc lamp provides the screen picture, and fine brilliance is assured.

Skouras explained the Swiss system as a simple one based on electronic theory. Images are not imprinted on cathode ray tubes but rather the images received are imprinted on an oil film over a series of mirrors, and light passes through this. There is no limit to the number of lines that these projectors can receive, and thus any telecasting system whether used here



In Los Angeles recently for Variety Club's "Heart Award" dinner and installation of officers, International Chief Barker Marc J. Wolf is glimpsed on the stage of the Boulevard as he addressed a "Brotherhood Week" meeting while in the background are F. Greenberg, distributor chairman; Gus Metzger, chairman, Southern California Exhibitor Association, and Dr. W. L. Young, vice-president, National Conference of Christians and Jews.

or abroad can be utilized once the mechanism is set. The oil film allows each frame to be projected, whereupon it fades, and allows the next frame to be imprinted for projection. Presently the machine is using 50 frames per second. No special screen in theatres will be needed.

Sound will be fed separately into the projection room sound system, and, by the time the working model is completed, it is hoped that the model will be able to work at room temperature. The experimental model had to maintain a low temperature to keep the oil in a jellied state, but it is hoped that this can be corrected. It was said that the light level can be adjusted to bring it up to the level of projectors presently being used in theatres.

Skouras predicted that theatre grosses in the not too distant future would be tremendous by virtue of theatre television made possible by the Swiss system, and that a huge and fabulous stage show can originate from the stage of the Roxy, and be transmitted to 500 or more theatres throughout the country in color simultaneously.

Charles Skouras Explains Swiss Television System

NEW YORK—Charles Skouras, head, National Theatres, 20th-Fox subsidiary, last week met with executives of several circuits interested in reducing the cost of theatre television equipment through placing of mass orders. He also explained the nature of the Swiss Eidophore system, in whose development and exploitation 20th Century-Fox will share.

It was indicated that the Swiss Institute of Technology will need from 18 months to two years for further development work on the new system before full swing production could be entered into.

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NEWS OF THE

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BRANCHES

Atlanta

Visiting were: Mr. and Mrs. Shingler, Buena Vista, Buena Vista, Ga.; P. L. Taylor and A. L. Bishop, Bishop Theatres, Columbus, Ga.; Clyde Sampler and Ebb Duncan, Duncan Theatres, Carrollton, Ga.; Sidney Laird, West Point Ga.; John Thompson, drive-in, Gainesville, Ga., and R. H. Dunn, Camilla, Camilla, Ga.

Mrs. Betty Holliman, secretary, Astor, was home after a spell at the hospital. . . . Called to duty was Richard Scruggs, MGM. . . . Roy Prewitt, sales representative, American Desk, resigned to join the air force in New Orleans. . . . The DeSoto Drive-In, Brownville, Fla., owned by Bernie Swiney, for 250 cars, opened. . . . The new drive-in at Deland, Fla., will soon open. . . . Forsyth, Ga., has a new drive-in owned by Renfroe Watson. . . . New owner of the Beacon, Fairmount, Ga., is U. Elliott. . . . Eugene A. Casey was appointed assistant manager, Alabama, Birmingham, Ala. He replaces Mack Russell, called to duty.

Vivian Langley, Realart, and Charles Gillespie will marry on April 6. The Row wishes the new couple nothing but pretty pictures on the film of life.

The Starlight Drive-In, Graceville, Fla., installed 200 RCA in-car speakers. Owners are R. L. Gilbert and I. Roche. . . . John Baldwin resigned from the Georgia Theatre Company to enter the insurance field. . . . Gene Skinner, home office, Dixie Drive-In Company, was in Macon, Ga., looking after the drive-in during the illness of manager Garrity.

Norma Prather was appointed booker at U-I, replacing Jim Kirby, who joined Uncle Sam. . . . Roger C. Butler, Jr., manager, Wilby-Kincey, Selma, Ala., has been reelected chairman, Dallas County Tuberculosis Association.

The navy called John L. Armstrong, Lake, Tavares, Fla. Charles Taylor replaces. . . . Martin Theatres closed seven drive-ins until March. . . . J. S. Carscadden, drive-in, Tampa, Fla., was visiting with his many friends. . . . The Arcadia, Fla., new DeSoto is due to open. Owner is Florida State Theatre.

Harry Diamond, office manager, Wallace, resigned. . . . The son of Mr. and Mrs. Jim Rithmire, Sale, was recovering from wounds received from an accidental shot. . . . Oak Ridge, Tenn., will keep its Sunday shows.

Mrs. Betty Paschal, secretary, Monogram Southern, resigned to keep house. . . . Edgar Smith, was reelected president, Gulf State Theatre Employees Union, Tampa, Fla. The credit union, established in 1946, is composed of employees of almost all theatres in greater

Tampa, and has 142 members. An annual dividend of 5.5 per cent was declared.

Harry Hardman, sound department, Wilby-Kincey, was confined to the hospital. . . . On the Row were: Mr. and Mrs. Joe Maddox, Clay Theatres, Georgia, and Howard Schussler, Lam Amusement Company, Rome, Ga.

At new posts are: William J. Hampton, manager, Lyric, Birmingham, Ala.; James E. Seals, manager, Galax, Birmingham, Ala., and John Holcomb, manager, Galax, Birmingham, Ala. . . . Rubin Joiner, Joiner Booking Service, checked in after a tour in Florida.

It was happy birthday to William "Snake" Richardson, president, Astor Pictures of Georgia. . . . Mrs. Ezell, Monogram Southern Exchanges, was back after illness.

The Sondra, Trimble, Tenn., destroyed by fire, will be rebuilt. The loss was \$40,000. Mayor Jack Ridgeway said that the theatre was considered essential to the community life. . . . E. E. Branscome announced that the Coral Way Drive-In, Miami, Fla., has been sold to the Starlight Amusement Company. . . . The Fox installed a new Cycloramic screen.

Visiting were: William Daye, manager, Star, Savannah, Ga.; Mr. and Mrs. G. B. Odum, Cleveland Drive-In, Cleveland, Tenn., and Francis White, Realart, Charlotte. . . . Mrs. Dannie Esheridge, Monogram, lost her brother in Savannah, Ga.

Pal Amusement Company, Vidalia, Ga., completed arrangements for another drive-in to be built at Hinesville, near Camp Stewart, Ga. . . . Four Dalton, Ga., youths were hospitalized when a

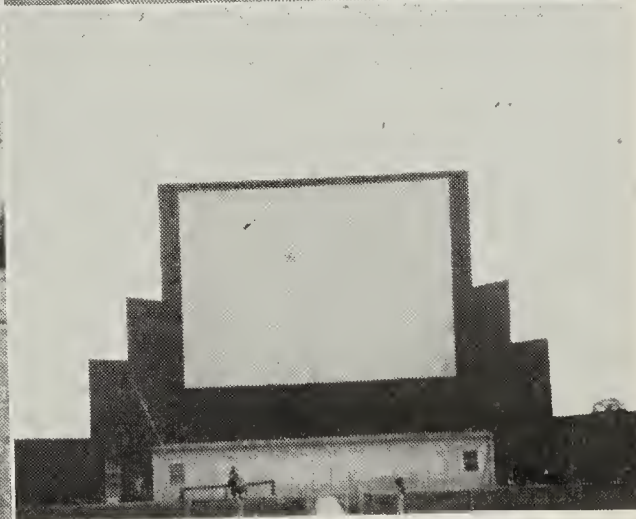
case of blasting powder they had in their possession exploded in a theatre stock room.

In Berlin, Ga., fire destroyed the Berlin. . . . Cohutte Amusement Company, owner, Cohutte Drive-In, closed the Dalton, Ga. spot. . . . Booking were: Winston Blackwell, Linco, Lincolnton, Ga.; John Randry, Bama, Alexander City, Ala.; Charles Garmon, Rose, Flowery Branch, Ga.; J. A. Stuchs, drive-in, Cedartown, Ga.; Mack Jackson, Strand and Jackson, Alexander City, Ala.; L. T. Sheffield, Headland, Ala.; Tom Brett, Jr., Arcade, Sandersville, Ga., and Bill Alig, Stein Theatres, Waycross, Ga.

Wilbur Andre, booker, Warner's, reported for duty in the air force. . . . Sam Sherman, WB sales representative, returned to his post after illness. . . . Office manager George M. Jones, U-I, has a new secretary, Irene Smith. Mrs. Audry Thompson is new ledger clerk, and Mrs. Gloria Ridley was added as booker. . . . Jack Elwell, publicity chief, Dixie Drive-In Theatres, is back after a tour.

New owners of the Garden Drive-In, St. Petersburg, Fla., are Mr. and Mrs. John Barnes and James C. Mensen. . . . Florida State Theatres, Jacksonville, Fla., appointed Whitney Lindsey, Lakeland City, Fla., manager. He replaces Bob Anderson, who goes as manager, Capital, St. Petersburg, Fla., Talgar Theatres. . . . A. L. Royal, Meridian, Miss., will open a new theatre in West Point, Miss., soon.

The following changes occurred in Martin Theatres: Jesse Marlowe, former manager, Idle-Hour Park, goes to the Martin, Eufaula, Ala.; Herman Jenkins, goes from the Martin, Roanoke, Ala., to



F. G. Prat's recently built Colonial Drive-In, near Thibodaux, La., incorporates such up-to-date features as the attractive illuminated sign pictured at upper left; an ample extra profits section, upper right; a packed clam-shell car area covering 10 acres, and, at lower right, a 60- by 60-foot screen tower, under which is located the manager's apartment-office and a storeroom strategically placed for easy access.

Crisp and Cordele theatres, Cordele, Ga.; A. T. Vinson goes from Griffin, Ga., to the Martin, Roanoke, Ala.; J. R. Smith goes from Lafayette, Ala., to the Strand and Palm, Atmore, Ala. Dick Broome went to Tennessee.

L. O. West is the new owner, Century, St. Mary's, Ga. West will also open a new drive-in at Homerville, Ga.

The Leslie, Leslie, Ark., reopened. . . . Grand Lewis, manager, Bartow Drive-In, Bartow, Fla., will leave soon for service with Uncle Sam. . . . C. L. Lindsey, Ritz, Bartow, Fla., is now manager, Polk, Lakeland, Fla. . . . Harry Anderson, manager, Florida, St. Petersburg, Fla., returned to his home from the hospital. . . . William M. Hamer is manager, Fun Land Drive-In, Tampa, Fla. . . . Bill Abercrombie, part time manager, Lyric, Daytona Beach, Fla., resigned to enter the army.

J. Allen Drake, son-in-law of Rose Lancaster, Astor, returned to his base after a visit. . . . Cawer Scroggs, Gainesville, Ga., was visiting George Herd. . . . Ralph Johnson, former tent showman, was visiting with friends.

Charlotte

Mrs. L. H. Ayers, owner, 4 Mile Drive-In, Charleston, S. C.; Summerville Drive-In, Summerville, S. C.; drive-in, Holly Hill, S. C., and St. Andrews, S. C., is the new owner, Salisbury, Summerville, S. C., formerly owned by D. Ireland Thomas. . . . The Ball, Jefferson, S. C., and Palm, Beaufort, S. C., closed. . . . The Ritz, Salisbury, N. C., reopened

under the ownership of Doug Norton, Astor, Durham, N. C. . . . The Little Drive-In, Camden, S. C., reopened. . . . Willie Sams, Statesville Theatre Corporation, Statesville, N. C., stopped in to say that the stork left a baby boy. . . . The Star-Vu Drive-In, Tarboro, N. C., will open under the ownership of V. D. Holder.

In booking were: Bobby Rumfelt, Drive-In, Belmont, N. C.; Spud Stoker, Palace, Davidson, and State, Thomasville, N. C.; Willie Sams, Statesville Theatre Corporation, Stateville, N. C.; Finn Lee, Duplin, Warsaw, N. C.; Harry Kerr, Gem, Hillsboro, N. C.; Erwin Rourk, Wrightsville Road Drive-In, Wilmington, N. C.; Floyd Baker, Baker, Spruce Pines, N. C.; Mr. and Mrs. H. E. Wessinger, Carolina, Lexington, S. C.; Wade McManus, Starlight Drive-In, Spartanburg, S. C.; Pete Lassiter, Conway, Conway, N. C.; J. J. Booth, Palmetto, Walnut Cove, N. C., and George Ward, Colonial, Chesnee, S. C. . . . Arthur Sklar is the new owner, Gay, Gibsonville, N. C.

End of the seventh week of RKO's 1951 "Ned Depinet Drive" found R. F. Branon's Charlotte branch still holding down first place.

With the resignation of Arthur Sklar, MGM office manager, Hugh McDonald, head booker, has moved to the post.

The Variety Club installed television sets in the children's wards, Mercy and Presbyterian Hospitals, Thompson Orphanage, and Good Samaritan Hospital. The sets were given the institutions as

part of the program of the club's Heart Committee. . . . J. W. Mitchell, Hitching Post Drive-In, Salisbury, N. C., is installing the Allen Hershel Merry-Go-Round in addition to the miniature train already in operation. . . . Isabelle Gordon, biller, Republic, spent a weekend in Nashville, Tenn. . . . Cleo McWhirter, inspectress, Republic, was still confined due to illness. . . . H. P. Howell, Royal Palm Motor Lodge, West Palm Beach, Fla., and owner, Howell Theatres, Smithfield, N. C., sent all exchanges a basket of citrus fruit. . . . Lucia Mincey, daughter of Charlie Mincey, booker, 20th-Fox, was confined with scarlet fever. . . . C. A. Bost is the new owner, Rockwell, Rockwell, N. C., formerly owned by J. W. Mitchell, Hitching Post Drive-In, Salisbury, N. C. . . . R. D. White, Jr., Shallotte, Shallotte, N. C., is new owner, Carolina, Allendale, S. C. . . . Ray Sanford will open 215 Drive-In, Aiken, S. C., soon. . . . Consolidated Theatres is the new owner, Starlite Drive-In, Spartanburg, S. C.

In booking were: Ben Strozier, Stevenson-Carolina, Rock Hill, S. C.; Willie Dickens, Nash, Nashville, N. C.; C. P. Prosser, New, Johnsonville, S. C.; Sam Irwin, Liberty and Darlington, Darlington, S. C.; Mrs. J. F. Dobson, Barnwell, Blackville and Williston, S. C.; Roy Martin, Maxton, Maxton, N. C.; J. W. McMillan, Latta, Lamar and Maxton, N. C., and R. D. White, Jr., Shallotte, Shallotte, N. C.

Memphis

Mike Cullen, southern division manager, Loew's, was a guest at the lunch-



Pictured at the recent premiere of 20th-Fox's "I'd Climb The Highest Mountain" at the Paramount, Atlanta, are, upper left, Susan Hayward and Mayor William Hartsfield, as they were interviewed at a broadcast from the Paramount lobby; upper center, director Henry King addressing the Georgia House of Representatives, with Lieutenant Governor Martin Griffin at left; upper right, Miss Hayward receiving a bouquet from Georgia legislators as King and division manager Harry

Ballance look on; lower left, assistant division manager Paul Wilson, Mrs. Wilson, and Mr. and Mrs. Ballance as they arrived at the premiere; center, one of the department store window displays promoted for the opening, and right, a view of the crowds awaiting the appearance of the stars at the Paramount. Proceeds of the event went to the Tallulah Falls School for mountain children, Tallulah Falls, Ga. A host of civic dignitaries and industry notables attended.

con for "Pug" Wells, whose story has been made into "Three Guys Named Mike."

MGM—"Pug" Wells visited the office, where a reception was held in her honor. . . . Exhibitor John Staples, Piggott, Ark., was a visitor.

MONOGRAM—Ed Sneed, office manager-booker, was called into service. He will be stationed with the 516th Advanced Carrier Wing (Reserves), for active duty Air Force Reserve Training. Moving up to Sneed's post is Patricia Brisendine, former secretary to branch manager Bailey Prichard. Miss Lois Muzzy, St. Louis, took over the secretarial job. . . . Wedding bells rang for Miss Martha Jones, married to Milton Toobs.

KAY—Mrs. Celia Wells, long time office manager, resigned to join the Luciann, neighborhood house owned by Augustine Cianciola.

RKO—Visiting were: Ben Jackson, Ruleville, Miss.; Norman Fair, Somerville, Tenn., and W. F. Ruffin, Jr., Covington, Tenn.

PARAMOUNT—Henry Goldberg, auditor, was in.

WARNERS—Charley Lockett, availability clerk, received orders to report to Fort Leonard Wood, Mo. Miss Bess Thomas, assistant cashier, moved into his post, and the new assistant cashier is Helen Brasier, formerly with ELC.

M. A. Lightman, chairman. "Heart Campaign," brought "Mr. Bones," the old time minstrel man to Memphis. He was presented under sponsorship of the Missouri Pacific Boosters club in a midnight show at the Malce.

New Orleans

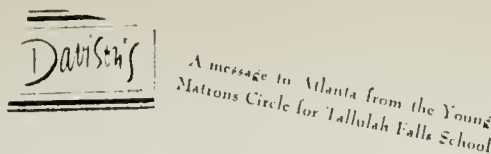
Salesmen who spent the weekend after a trek in the territory were: Tommy Thompson, U-I; Joel Bluestone, Republic; Tommy Thomas, Republic; Albert Nicaud, Lippert; Paul Shallcross, American Desk and Chair Company, and Joe Fahrbacher, Monogram Southern.

William Cobb, president, Exhibitors Poster Exchange, says "That exhibitors are truly indulging in more and more billboard and placard advertisements since the reorientation of showmanship a year ago." His business has grown to such an extent that he was compelled to secure extra storage space in the old Republic exchange on Tulane Avenue.

Mrs. Fred Goodreau spent a week in Houston, Tex., visiting with her daughter and son-in-law, P. J. Poelman, III. During her absence, Goodreau was chief cook and bottle washer.

H. Labat, former owner of theatres in Raceland and Lockport, La., died. . . . Nathan Milstein, New York, one of the world's foremost violinists, was featured as soloist with the New Orleans Symphony. Traveling with him is his beautiful brunette wife, Theresa. They are cousins of the Joel Bluestones. Bluestone is salesman for Republic.

Joyce Finnegan is the new stenographer, and Grace Kennsington is another replacement at Dixie. . . . Ben Smith



To all our friends...

THANKS

in great big letters

There are many of you wonderful friends that we hardly know where to begin our "Thank You's". You have been most generous in your support and cooperation. You have given freely of your time, resources, money. We are especially grateful to:

The Twentieth-Century-Fox Corporation
for permitting us to sponsor the world premiere of "I'd Climb the Highest Mountain."

The Wilby-Kinney Company
for donating the use of the Paramount Theatre

The Merchants of Atlanta
the Newspapers, Radio and Television Stations, Restaurants and the hundreds of firms and individuals who have worked with us.

And to all of you who have made donations to the Tallulah Falls School Building Improvement Fund... we say, "Thanks for everything"...and we hope you have a grand time at the Premiere tonight.

Sincerely

Mrs. Alvin Perry

President
Young Matrons Circle for
Tallulah Falls School

An excellent bit of public relations for 20th-Fox's "I'd Climb the Highest Mountain" was provided by this ad when it appeared in The Atlanta Constitution on the day of the recent world premiere of the picture at the Paramount, Atlanta.

sold his Star, Morse, La., to Mrs. G. C. Broussard. . . . George Pabst, manager, Eagle Lion Classics, has a touch of the flu.

Exhibitors visiting were: A. L. Royal, Royal Circuit, Mississippi theatres with headquarters in the Ritz building, Meridian, Miss.; Hank Jackson, formerly manager for A. L. Royal in Waynesboro and now manager at the Ritz, Hattiesburg, Miss.; G. E. Wiltse, Dallas, here to place a manager for his St. Bernard Drive-In, St. Bernard Parish, La.; Bob Siegler, Dome Drive-In, Hattiesburg, Miss.; Floyd Murphy, Strand, Vicksburg, Miss., and Vic Smoltich and Dan Andrews, Roxy, Biloxi, Miss.

Recent visitors were Mona Freeman and hubby Pal Nerney; Eduardo Cianelli, wife, and son, Eduardo, Jr., and



Jane Wyman, co-starred with Bing Crosby in Paramount's forthcoming "Here Comes The Groom," was crowned "Queen of Harmony" for the recent first appearance of the new Hollywood Canteen Symphony Orchestra at March Field Air Force Base, California. With her are John Groen, president, Musicians Mutual Protective Association; conductor Franz Waxman, Colonel W. D. Ganey, and Paramount music director Louis Lipstone.

Polly Mallety, of La Petit fame, now Polly Connell.

Melvin Belli, producer, "Tokyo File 212," paved the way to Hollywood for WISU-TV actress, beautiful blond Elsie Gelpi. He spied her in a French Quarter restaurant, and called Errol Flynn to arrange a test for her. Belli, lawyer, was here for the legal-medical conference.

Eddie Jones, booker, Alex Goumares Theatres, Mobile, Ala., the Roxy and Roosevelt, and the Rex, Prichard, Ala., was in. . . . Vic Meyer, retired RKO Orpheum manager for the past three years, bought the Peacock, neighborhood theatre, from Anton Demharter. J. G. Broggi will do the buying and booking.

At National Screen Service, Freda Knight replaced Inez Newton in the accounting department. June Conand is a newcomer as a credit clerk. . . . At J. G. Broggi's, Annabel Chestnut returned after several months' absence awaiting the arrival of the stork which presented a baby girl on Jan. 18. Lu Gauze, who substituted for her, is now a stenographer at Warners. . . . Alberta Schindler, Eagle Lion Classics, resigned to take over the cashier's job with Masterpiece-Realart.

Quite a number of exchangeites were absent on account of sickness. At ELC, manager George Pabst and office manager Elizabeth Bacon were out. At Paramount Gulf Theatres, Ruth Bohne and Camille La Faucia both had colds. Cecil Howard, Film Service booker, was out with the mumps, and Waddy Jones, Joy Theatres, called in that the flu hit him. From exhibitor Keller, Eunice, La., a report came that his Liberty, Queen, and K and M theatres had closed for a few days on account of the flu epidemic.

W. L. Collais, Webb, Cutoff, La., was in to date pictures and to attend the screenings. . . . Lefty Cheramie, Rebstock's manager in Golden Meadows, La., was a visitor. So were: L. J. Langlois, New Roads, La.; Uncle Bob Molizon, Norco, La., and Mrs. Muse, Denham Springs, La.

Joyce Yaeger, formerly with Allied Theatre Owners and recently with Mid-Continent Airlines, is back as bookers' stenographer in Joy's film service department. . . . Manager George Pabst, ELC, reported that "Prehistoric Women" shattered house records at the Joy, Alexandria, La.

Joseph P. Smith, Lippert, was due here followed by Arthur Greenblatt, general sales manager.

B. E. McGinty, Lake, Pascagoula, Miss., says that Associated Theatres will do his buying and booking.

Mortimer and Sheills, owners, Bell, christened their twin drive-in on Gentry Highway and Downman Road the M and S Skyvue. Raymond Gremillion, Southeastern Theatres, Inc., is installing RCA sound and projection equipment.

Exhibitors in were: Sam Pasqua, Gonzales, La.; Mr. and Mrs. Tom McElroy, Shreveport, La.; W. C. McCurdy, Santa

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Rosa, Jay, Fla.; Stanley Taylor, Crosby, Liberty, and Gloster, Miss.; Ira Phillips, Joy, Moreauville, La.; Ed Frankll and Jimmy Pritchard, Century, Mobile, Ala.; William Lighter, Jr., Pass Christian, Miss.; Milton Guidry, Erath, La., and Charles Lamantia, Lafayette, La.

William Briant, branch manager, 20th Century-Fox, attended the southern branch managers meet in Atlanta. . . . Associated Theatres booking office acquired service for two more theatres, the Mace, Gibsland, La., and the Lake Drive-In, Pascagoula, Miss.

Cy Carolla was in on his tour of exchanges. . . . The vivacious, handy lass at Johnson's Theatre Equipment Company is Esther Kissock.

C. A. Castlereigh, San Antonio, Tex., stopped enroute to Martin Theatres Circuit in the interest of "The Story of Sally and Bob."

Ike Katz, president, Kay films, visited. . . . Bob Roberts, the specialty man, visited. He headquarters in Bay St. Louis, Miss.

Mayor Chep Morrison issued a proclamation for "Brotherhood Week." . . . Mr. and Mrs. Arthur Lake stopped off for about 24 hours to visit with friends and to enjoy the Dixieland jazz and Creole food.

Dr. Irving Ward-Steinman resigned as manager, Paramount, Alexandria, La., to devote his time exclusively to his legal practice. He had been with Paramount Gulf for 12 years. He is succeeded by Fred Richards, transferred from Pensacola, Fla., where he operated the Rex and Isis. Richards operated theatres in Alexandria in 1938 and 1939, and with his family will make his home in Alexandria again.

Florida Jacksonville

Visiting were: P. L. Taylor and A. L. Bishop, Bishop Theatres, headquarters, Columbus, Ga.; J. H. Thompson, Martin and Thompson, Hawkinsville, Ga.; Sidney Laird and L. J. Duncan, Al-Dun Amusement Co., West Point, Ga., and Clyde Sampler and Ebb Duncan, Duncan Theatres, Carrollton, Ga.

Miami

With the Flagler under new ownership of David Korman, a new manager also takes over the reins, and Miami welcomes James Bennett. Formerly of New York, Detroit, and other northern points, he inaugurated an all night policy at the Flagler. . . . Paramount has a new aide, Joe Garcia. . . . William Hall, manager, Coral, continues his Saturday a.m. radio broadcast talent shows. . . . Lincoln's manager Ed May, who recently became a grandpappy, added the arduous duties of minister of music at the Robertson Memorial Evangelical and Reformed Church to those of piloting the Lincoln.

About \$15,000 worth of success was the recent Variety Club "Show of Shows" at the Olympia. The entire Variety Club organization pitched in. . . . Big doings are included in the date book of the

Olympia, which is celebrating its silver jubilee. Al Weiss managed the theatre until his recent promotion to district manager, Florida State Theatres. Present manager is Bob Daugherty. . . . The power of salesmanship must have been too strong for some patron of the Mayfair Art. According to Walter Klements, manager, someone made off with the nine and a half foot easelled cutout of Sylvano Mangano, star of "Bitter Rice."

North Carolina Durham

The Carolina admitted without charge members of the county schoolboy safety patrols. Members of the city patrols were guests at the Center.

Gastonia

F. B. Grigg, manager, Sunset Drive-In, offered a television set to the patron who could pack the most persons into his car. Fifty-four persons were packed into a De Soto by C. M. Lackey, who removed the seats from his car, perched himself on a water bucket, and invited his friends and neighbors to pile in. Every door was closed when the car rolled into the drive-in, and Lackey won the prize in a breeze.

Raleigh

The Alan Theatre Company obtained a certificate of incorporation from the Secretary of State to operate theatres with authorized capital stock of \$100,000. Incorporators are Fred Levi, Mildred Levi, and Allen Langston, all of Raleigh.

The Lyons Theatre Company obtained a certificate of incorporation from the Secretary of State to operate motion picture shows with authorized capital stock of \$100,000. Incorporators are Allen Langston, Katie Jones, and R. F. Howard, Jr., all of Raleigh.

Consolidated Theatre Circuit's new Village opened.

Rockingham

Hannah Pickett Theatre, Inc., obtained a certificate of incorporation from the Secretary of State to operate theatres with authorized capital stock of 1,000 shares of no par value, of which three shares have been subscribed by Alex Monroe, Rockingham, and Bette Behar and Louise Wander, New York.

South Carolina Pageland

When an exhibitor starts an all-out promotional campaign on a newsreel, that's news. W. D. Van Derburgh, owner, Pageland, Pageland, S. C., used newspaper publicity and heralds to tell his patrons that he was again featuring Universal-International newsreels after having dropped showing of newsreels because of previous lack of public interest. Van Derburgh pointed out that "newsreel service will bring to Pageland news photographs from all branches of the military service." The Pageland announced in a special herald that the reels would be shown three times nightly, and a special display in tribute to local men in the armed services would be featured.

NEWS OF THE

Territory

Chicago

Seymour F. Simon returned from Los Angeles, where he had been handling the case of the Crown, Pasadena, Cal., against 20th-Fox, Metro, RKO, Paramount, and U-I for a million dollars on anti-trust allegations. The Crown claims it was prevented from playing pictures at the same time as Los Angeles theatres. Simon will return to the coast for court hearings beginning on March 12.

D. L. Kroehler, Kroehler Manufacturing, was elected chairman of the board to succeed his father, Peter E. Kroehler. He will retain his office of president.

Warren Beckemeyer, who had helped his mother in operation of the Gem, Trenton, Ill., was named Elmo manager, St. Elmo, Ill. . . . Essaness switched Oak Park, Ill., manager Herb Crane from the Southern to the La Mar, and Edward Masters from the La Mar to the Lake.

The Capitol, Bridgeport, Ill., was reopened by the Frisina Amusement Company, with Ross Scaggs as manager. . . . Mrs. James Rodell will operate the Rodee, New Berlin, Ill., owned by her husband while he returns to the navy as lieutenant commander.

C. J. Papas, Papas Theatres, took a business and vacation trip to the west coast. . . . James S. Burkett came to shepherd his "Korean Patrol," RKO Grand. . . . The new USO center on Michigan Boulevard is assured of good shows, John Balaban, B and K chief, having accepted the entertainment chairmanship. . . . Louis Jelinek, owner, Sky High Drive-In, escaped the severe weather by going to Puerto Rico.

Responding to the iron lung replica placed by Ludwaig Sussman in the lobby of his Adelphia, patrons contributed \$420 to "The March of Dimes." . . . Leon Jardosky, Lincoln and Paris, Paris, Ill., mended at home after hospitalization from a broken leg.

Theatre owners received a break when the City Council finance committee approved a proposal to restore semi-annual payment of license fees instead of once a year. Under the present system of annual collection several theatres, temporarily closed, are still "stuck" with the full yearly license fee. Jack Kirsch, president, Allied Theatres of Illinois, in making a plea before the committee for the two-installment method, blamed declined theatre revenues on "bad pictures, bad weather, and perhaps television." The license fees range from \$225 to \$1,500 a year, according to theatre capacity.

The Chicago Transit Authority again increased its "See a Movie Tonight" blazers in subways, streetcars, and trol-

ley buses. . . . George Reef, Mallers Circuit booker and buyer, suffered a pneumonia attack in Lutheran Hospital, Fort Wayne, Ind. . . . James and Louise Hill bought the Chandlerville, Chandler-ville, Ill., from Charles Trimble.

Warren Beckemeyer was named manager, Elmo, St. Elmo, Ill. . . . P. A. Byrnes was completing his new 400-seat house at Lowell, Ind. . . . Joseph Nagy opened his 400-seat Brown, Brown City, Mich. . . . Moe Wells is restoring his health in Florida. . . . Harold Villett, La Mar, Mantino, Ill., was on a visit with relatives in the Panama Canal Zone.

James R. McCullough has begun his duties as central district manager, Publix Great States Theatres, with offices in Peoria, Ill. . . . Otto Bell, 61, who built and operated the Classic, Sparta, Wis., passed on. . . . A. C. Schmidt opened his 500-seat Hudson, Hudson, Mich. . . . Kerasotes Theatres gave improvements to the Lory, Highland, Ill.

The Elm, Wauconda, Ill., was reopened by manager Louis Consago three days a week. . . . Joe Goldfarb is reconstructing and refurnishing his Uptown, Alton, Ill., badly damaged by fire.

The slogan, "Movies are your biggest bargain," displayed on the Belmont marquee, brought compliments to manager Samuel Levin. . . . The wife of Ciro Pedrucci, Friscina Amusement Company vice-president, was treated in a Springfield, Ill., hospital. . . . Special matinees are given by the Indiana, Washington, Ind., starting for night workers. . . . R. J. Miller got the green light from the National Production Authority for his new \$115,000 Colony, McHenry, Ill. . . . Paramount brought Jim Flaherty from sales in Omaha to the same capacity. . . . Walter Mischadt opened his 600-seat Prospect, Mount Prospect, Ill.

Stockholders of the Tampico, Sterling, Ill., elected as board members: Will Adams, Alfred Beyer, Arlie Love, Harold Plautz, and Robert Schmidt. John Celletti is lessee. . . . J. J. Kilgallen, Star Lite operator, and Bill Weigel, acquired 160 acres in the south end for a large shopping and amusement center. . . . Frank Riley was named Rivera assistant manager.

John Fiernoi is refurbishing his State, Du Quoin, Ill. . . . Charles A. Anderson, Lakes Theatres Corporation, is finishing his 500-car Brighton Drive-In, Brighton, Mich., for spring opening.

Dallas

A dentist in Commerce, Tex., wishes burglars would find another way to get into the Palace. Twice in four days, prowlers broke open windows in his second-story office to gain access to the one-story theatre roof, and neither time have the prowlers been successful in entering the theatre building. They return through the dentist's office, and don't lower the windows.

Owners of the Osage Drive-In, Corpus Christi, Tex., have been granted a domestic charter with capital stock of \$10,000.

Incorporators are Lester Miller, Ione Miller, and C. W. Kyle. . . . Tim Ferguson, coowner-manager, Downs Drive-In, presented all proceeds from a recent Wednesday night to the Grand Prairie division of the infantile paralysis drive.

The Dallas, formerly the Telenews, was purchased by Genaro Investment Company at a reported cost of between \$400,000 and \$500,000. Telenews Theatres, Inc., immediately signed a long-term lease for the building, and will continue operations as in the past.

B. R. McLendon moved the offices of Tri-State Theatres to his new building on the corner of Jackson and Pearl Streets. Due to the Central Expressway plans for Preston Street, the building originally planned will not be built by McLendon and his son, Gordon. They purchased a building at 2100 Jackson, and remodeled it to house the Liberty Broadcasting Company and Tri-State Theatre offices in this building. United Artists will move from the Melba building, Elm Street, to the former location of Tri-State Theatres, 2008 Jackson.

Karl Hoblitzelle made a large donation to encourage progress for distinguished service, a presentation of a gold medal and \$5,000 cash award to the person who has achieved greatest progress in the field of agriculture.

Denver

Al Bemossy, assistant manager, Denver, moved to the Bluebird as temporary manager, succeeding Ralph Lee, who retired. Other assistant manager shifts made by Fox Intermountain Theatres include moving Harry Wilhelm from the Paramount to the Denver, Robert Demshki from the Bluebird to the Paramount, James Kleinschnitz from the Fox, Aurora, Colo., to the Bluebird, and Gordon Gibson from the Paramount to the Fox.

Don Gillman and Robert Carter, Sidney, Neb., will have their drive-in ready for an April opening. The spot will accommodate 350 cars, and is costing about \$50,000. . . . Edwin West, Denver, joined the air force, and Ted Wodark, also of the Denver, joined the coast guard.

Officers for 1951 were installed by the Variety Club, Tent 37, at a banquet and dance at the Cosmopolitan hotel. Colonel William McCraw, Dallas, Texas, executive director, International Variety Clubs, was present, and made an address. Officers installed included: Hall Baetz, Fox Intermountain Theatres, city manager, Chief Barker; William Hastings, Orpheum manager, First Assistant Chief Barker; Ralph Batschelet, Paramount manager, Property Master, and Harry Green, Fox Intermountain Theatres treasurer, Dough Guy. The membership of 37 now stands at 314. Pat McGee, past Chief Barker, told of the tent's plans to send 1,000 underprivileged children to camp this summer.

Mrs. C. J. Duer, wife of the Monogram branch manager, underwent an operation at St. Joseph's hospital, and was

recuperating nicely. . . . Paramount is adding some help, filling in some jobs that were laid off some months ago. Other exchanges are also looking for stenographic help. . . . Robert Bowlin, Warner shipper, has joined the armed forces. . . . Mr. and Mrs. Thomas Villnave, former owners, Bison, Buffalo, Wyo., passed through on their way to an Arizona vacation.

Archie Goldstein closed the Gayety after operating it for a number of weeks. The house is still being used one night a week by Japanese nationals for showing Japanese films.

Laura Haughey, bookkeeper, Realart, was made booker to succeed Dan Wagner, who quit to become a civilian photography instructor at Lowry Air Base. Mrs. Della Miner has been hired as bookkeeper.

Columbia is adding another film vault. . . . Frank H. Ricketson, Jr., Fox Inter-mountain Theatres president, and Mrs. Ricketson are spending time on the west coast.

Film Row visitors included: Neal Beezley, Burlington, Colo.; Lloyd Greve, Eagle, Colo.; Merle Gwinn, Benkelman, Neb.; Dr. F. E. Rider, Wauneta, Neb.; Mr. and Mrs. Frank Barnes, Crawford, Neb.; Doyle Shelton, Pritchett, Colo.; Fred Anderson, Eaton, Colo.; C. E. McLaughlin, Las Animas, Colo., and Frank Aydelotte, Fort Collins, Colo.

Des Moines

J. E. "Eph" Rosen, MGM Minneapolis branch, was here pinch hitting for Gerald E. McGlynn, manager, who is ill.

For the first time in years, Williams, Ia., will have a theatre as a result of the combined efforts of several organizations. The Williams Business and Professional Men's Association leased a former grocery store, and spent \$1,000 remodeling the structure. The Williams Community Club is disbanding, and turning its remaining funds over to the project, including the selling of its kitchen equipment. Knight and Burton, Webster City, Ia., will operate the house three nights a week. It will seat 238. . . . James Travis, who recently purchased the Strand, Milford, Ia., completed remodeling. . . . The new Redfield, Redfield, Ia., the first theatre in the city since Redfield's big fire in 1949, opened.

The projection booth in the Anita, Anita, Ia., was damaged by a fire. . . . The student council of the Davenport, Ia., High School petitioned the managers of the Davenport theatres for a reduction in the admission prices for high school students. The petition pointed out the students are charged adult prices but that they do not earn adult wages.

A bill was introduced in the house by Representative Carroll Brown, Rep., Oskaloosa, and a group of other representatives which would call for the licensing of drive-ins. Drive-ins would be required to secure a license from the city council or township trustees, and notice of a request for a license would be published and objectors granted a

hearing on the request. License fees would be set at \$25. The drive-ins would be required to have blinker lights installed 100 feet from all highway approaches and exits, and screens would be required to be at least 200 feet from the highway.

Kansas City

The trade mourned the passing of J. E. Foland, who had been associated with various industry units. He was 67.

Paramount's "The Great Missouri Raid" has been singled out as one of the biggest boxoffice draws in the Missouri-Kansas territory by Elmer Rhoden, Jr., Commonwealth Circuit executive. Commonwealth Theatres in 18 towns reported receipts way above the average for the past six months, according to Rhoden.

Los Angeles

After a week's illness, W. E. Calloway, district manager, United Artists, was back looking mighty hearty and healthy. . . . Pat Patterson, owner, San Francisco and Los Angeles franchises, Astor, conferred with branch manager Roy Reed. . . . Also visiting was Jess Levin, owner of a circuit of theatres in San Francisco. . . . Mr. and Mrs. Jack Drum, he is salesman for United Artists, happily announced the engagement of their son, Gerald Bernard, to Tiby Bleckman, Chicago.

Barnie Warrick, general manager, Eagle Theatres Corporation, Long Beach, Cal., will handle affairs for the Circle Drive-In, Long Beach, a \$250,000 drive-in being built by the Kennedy Engineering Company, San Bernardino, Cal. It is located on a 15-acre site just south of Traffic Circle in Long Beach, and is expected to be the largest drive-in this side of Chicago. Owners are brothers Thornton Howell, president, and James, secretary-treasurer, well known in the San Francisco territory where they also operate two conventional theatres and the Starlite Drive-In. Booking and buying will be handled by Bob Benton, Sero Enterprises.

The Film Row Cafe was robbed of its basket of morning rolls and coffee cakes. . . . Dead after a year's illness is Seth Perkins, veteran in the film industry and pioneer of drive-ins in this territory. . . . He had in interest in the Olympic Drive-In, Los Angeles; the San Val Drive-In, Burbank, Cal., and the Mt. Vernon Motor-In, San Bernardino, Cal.

In town for deal making with Fox West Coast for 20th Century-Fox were Herman Wobber, western sales manager; his assistant, Buck Stoner; branch manager Alex Harrison, San Francisco, and Eddie Ahrens, midwestern division manager, Kansas City.

Rare visitors seen were: J. R. McDonough, Eureka, Brawley, Cal., and the Calipatria, Cal., and Mrs. Lorraine Willard, El Rancho, Moorpark, Cal.

Harry Hollander, AAA, was back after a week of sunshine and fresh air in Palm Springs, Cal., with his wife and daughter.

Milwaukee

The AITO held its first state regional meeting at the Loraine Hotel, Madison, Wis. President Ben Marcus who presided, likened the meet to a sort of workshop. He also pointed out, that there were many good selling angles in every picture, and said they should be exploited. In the open forum discussion, film buying was the predominant topic, while a general impression seemed to prevail that Wisconsin is definitely marked as a percentage territory. Marcus asserted that a drive-in code has been worked out, and presented to the Industrial Commission, which should eliminate the "fly-by-night" operators. Showmanship and merchandising came in for special attention, with various exhibitors detailing their experiences. Marcus pointed out the huge possibilities in PTA-approved shows.

Members of the Milwaukee Better Films Council, the Women's Federation, and representatives of PTA, together with the Oriental kiddie matinee program group, met in the Oriental club rooms. Guest speaker was Miss Gertrude M. Puelicher, who, it is understood, will become instrumental in furthering better relations between the theatre and the public. Miss Puelicher that she would carry the "good word" along on her broadcasts, in addition to securing some concerted civic action towards enlarging on the scale of operations relative to kiddie programs.

Eddie Weisfeldt was added to the Hotel Schroeder staff to handle the booking of outstanding personages. He was formerly manager, Riverside.

The Elkhart Lake, Wis., Study Club gave its attention to films when the meeting was held at the home of Mrs. Ray Lauer. Jerome Mahlberg, president, Tri-County Better Films Council, as guest speaker, told of the tremendous influence for good that films can be in the lives of the people of the country.

Here is the type of assistance every exhibitor strives for, noted in The Green Bay, Wis., Press Gazette: "The Brown County Council of Churches highly recommends the movie at the West tonight, 'The Next Voice You Hear.'"

Minneapolis

Showmanship, new product, and plans for a 10-week drive were discussed by Welworth Circuit managers at a meeting at the home office. Edmund R. Ruben, Welworth president and Harry Greene, advertising director, conducted the meetings. . . . Joseph R. Ulman installed new booth equipment at the Orpheum, Ada, Minn.

Dedication of the Variety Heart Hospital on the campus of the University of Minnesota will take place on March 20. Marc Wolf, International Variety Club Chief Barker, will be among special guests, which also will include several Hollywood stars. Ronald Reagan, Alan Ladd, Danny Kaye, and Abbott and Costello also have been invited to participate. The hospital will be in partial operation for the dedication. It is the only American hospital exclusively for the care of cardiac and rheumatic ill-

nesses, the only other one on the North American continent being at Mexico City, Mexico.

A newly formed corporation of business men in Mankato, Minn., was the successful bidder for the Towne, owned formerly by Minnesota Amusement Company. Purchase price was believed to be approximately \$125,000 for the equipment and lease. The Towne is new, seating 600, and opened on Dec. 14, 1950. The new owners will assume possession on March 1, operating the house as a first-run stand.

Eph Rosen, assistant branch manager, MGM, was shifted to Des Moines to substitute as MGM branch manager during the illness of Gerald McGlynn. . . . Chick Evans, 20th-Fox exploiter, was in working on "I'd Climb the Highest Mountain" and "Call Me Mister."

Joe Powers, manager, suburban Golden Valley, and Louis Engler, owner, suburban Hopkins, were in the hospital. . . . Fire from an overheated furnace destroyed the Aurora, Aurora, Minn. H. Zuroncic was the operator. . . . Jim Arands purchased the Iroquois, Iroquois, S. D., from Ewald Holm. . . . Welworth Circuit added a "dish night" at the Hollywood, South St. Paul, Minn.

Minnesota Amusement Company transferred Neal Siebenbrunner from manager, Towne, to the Grand, Mankato, Minn., replacing Francis L. Crowley, who moves to manage the Egyptian, Sioux Falls, S. D. . . . Theatres in Minnesota took in over 20 millions during 1948, according to a study just released by the Bureau of the Census. . . . Lyle Devereaux, who operated theatres at New Rockford and Rugby, N. D., for many years, passed away recently. He sold his remaining theatre interests last year, and retired. He was 70.

Dick Powell makes personal appearances in Milwaukee, Minneapolis, and St. Paul, Minn., for "Cry Danger," when the film plays those cities, it was announced by W. R. Frank, co-producer. Powell also will appear in six other cities for "Danger" openings, Frank revealed.

Maurice Bergman, U-I executive, was in accompanying Al Daff, western sales manager Foster Blake, and district manager Mannie Gottlieb.

Omaha

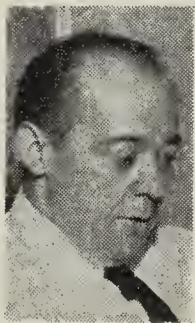
"September Affair" was premiered at \$2 a seat at the Omaha for the benefit of children with cerebral palsy through Paramount and Tri-States. . . . Another attempt to put over a two per cent sales tax is being made. A bill for such a levy has been introduced in the state's one-house legislature.

Manny Gottlieb, U-I district manager, visited. . . . Julius Wereberg again has a house at Irwin, Ia. He bought the Irwin from Martin Axeland. . . . Just before 150 marine recruits left Omaha for service, they saw "Halls of Montezuma" at the Paramount, an arrangement made by Don Shane, manager. The Omaha Marine Corps League sold 500 seats for the first showing at the Paramount.

Lew Herb Finally Leaves Texas, Folks

(In this installment, LEW HERB, EXHIBITOR travelling representative, completed his Texas story, and ventures into Arizona.—Ed.)

So, we headed westward, toward El Paso, Tex., but first we went to Junction, Tex., where we dropped in at the Texan, owned by Mrs. Irma Ragsdale, and built in 1928 by Mrs. Ragsdale's father, who devoted most of his time to ranching, leaving the theatre in the hands of Mrs. Ragsdale and another sister. Since his death, the former has been doing a good job, booking and buying as well as managing. We next dropped in at the Moon-Glo



LEW HERB

Drive-In, on the outskirts of Junction, owned and operated by several young men, with Tom Hardeman as manager. The theatre is very well planned, and efficiently operated. Our next stop was in Balmorhea, Tex., where we chatted with C. H. Crinshaw, Lyric. He, another brother, and dad also operate a drug store, and took over the theatre about a year and a half ago.

Arriving in El Paso, our first call took us to the Yandell, where we chatted with Pat Garrett, who operates this house, the Rio, Fabens, Tex., and the Sierra Blanca. A comparative newcomer to the industry, he is getting along nicely.

Our final call took us into the Valley, a suburban house, opened in 1948 by Fred Lindau. An attractive 800-seater, this is built along modern lines, and equipped with Motiograph projectors. Lindau is a newcomer.

Our next stop was in Phoenix, Ariz., which we reached after some hard driving.

Our first visit took us to the Arizona-Paramount Theatres in the Orpheum

Abe Sadoff renewed the lease on the Sioux City, Ia., building occupied by his Fourth Street. Plans to raze the building have been delayed. . . . Bill Laird, U-I salesman, has become RKO office manager, filling a vacancy caused by the resignation of Howard Clark. . . . New seats have been put in the Moon, Yankton, S. D., by owner Bill Tammen. . . . W. A. Burke, RKO home office representative, visited.

St. Louis

In Freeburg, Ill., plans for the reconstruction of the 400-seat Freeburg have been abandoned by Basil Clark. Louis Yurgee purchased the two lots of ground containing the ruins of the theatre. He plans to erect a new commercial building on the site.

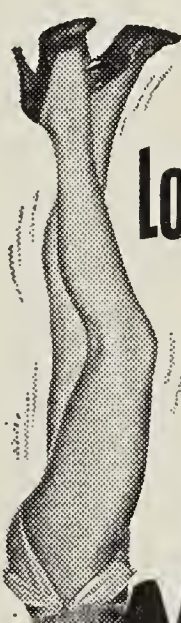
Burglars who broke into the Pauline, owned by Arthur Kalbfell, were scared away. . . . In Elkhville, Ill., Bill Hope, owner, Hope, recently announced that patrons who have no transportation

(Continued on next page)

building. We chatted with Jesse Chinich, film buyer, but missed saying "hello" to George M. Aurelius, general manager, who was visiting the circuit's theatres in Tucson, Ariz. Chinich, a transplanted easterner, originally was from the New York area, and came here from Cincinnati. We also met several local managers, including Don Johns, Rialto, and Roy Hanson, Paramount, formerly the Orpheum. Johns is from Madison, Wis., and Hanson hails from Indiana, where he was an independent exhibitor.

We journeyed next to the offices of Harry L. Nace, former Paramount partner in Phoenix, who is now divorced from that organization. He is an ex-easterner, born and raised in Pennsylvania, in show business most of his life, and in Phoenix since 1910, when he built his first theatre. He subsequently built most of the other houses in town, which he sold to Paramount in 1929, but stayed on to operate them. His son, Harry L. Nace, Jr., is now the active head of the theatres which they control while dad carries on in an advisory capacity.

We also dropped in at the beautiful Palms, deluxe suburban Paramount house, to chat with its manager, Bill Sale, who came here from California two years ago. An able showman, he is a former independent exhibitor, and operated a theatre in San Francisco for a time, but hails originally from Chicago.



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is getting
a kick
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KAY PROCTOR, L. A. Examiner

4 STAR

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DISCINA INTERNATIONAL RELEASE
WEST COAST DISTRIBUTORS
MANHATTAN FILMS
INTERNATIONAL, INC.
1656 CORDOVA ST. • LOS ANGELES

St. Louis

(Continued from preceding page)

facilities to reach the theatre will be taxed to Hope in the future, and taken home after the show has concluded for the night.

In Bridgeport, Ill., Confection Cabinet Corporation has the concession franchise for the Capitol, reopened by the Frisina Amusement Company. Les Grand, St. Louis district representative, Confection, came here prior to reopening.

Exhibitors in the smaller cities continue to do an excellent job in public relations. Typical was the \$1765 raised by the theatres in Belleville, Ill., for "The March of Dimes." Many other theatres also aided in "The March of Dimes" drives. In Carlyle, Ill., Charles Beninati, owner, Ritz, made the theatre available for benefit shows of the Ruf-Marcham Post, American Legion.

At Hillsboro, Ill., the Orpheum co-operated with the members of the Hillsboro Hospital Auxiliary in arranging a showing of "House of Mercy." A number of other theatres in the St. Louis trade territory also have shown in the special film. Likewise many theatres are helping the nation's civilian defense plans by showing "You Can Beat the A-Bomb."

Universal - International personnel from out-of-town who came here for the funeral of Joe Garrison, district manager, included: C. J. Feldman and F. J. McCarthy, both from New York City; Mannie Gottlieb, district manager, Chicago, Ill., and branch managers H. H. Martin, Dalles; Lou Levy, Des Moines; Jack Langan, Kansas City; Charles R. Ost, New Orleans, and Charles W. Hudgens, Oklahoma City.

Funeral services were held for Sergeant Melvin A. Lueken, who served with the famed 8th Air Force in Europe during World War II, enlisted in the regular army shortly after terminating his war services, and who died in Tokyo. He was a grandson of the late Barney Lueken, one of the pioneer exhibitors of St. Louis, and the son of Mr. and Mrs. William Lueken. His uncle, Bernard H. Lueken, now operates the Macklind.

Several attended the grand opening of the remodeled Ritz, Blytheville, Ark. . . . Harry Arthur, president, Fanchon and Marco, returned from the west coast.

The Lowell, Kaimann Circuit, and the Macklind, operated by Bernard H. Lueken, are open for business only on Fridays, Saturdays, and Sundays.

W. E. Waring, Jr., owner, Ritz, Cobden, Ill.; Dell, Jonesboro, Ill., and the Waring Drive-In, between Carbondale and Murphysboro, Ill., recently made the "Cobden People You Should Know" in the Cobden, Ill., Review.

Out-of-town exhibitors along Film Row included: Ed Clark, Mattoon, Ill.; R. Kirkham, Commonwealth Amusement Corporation, Kansas City; Glen Dickinson, Jr., Mission, Kan.; Forrest Pirtle, Jerseyville, Ill.; Frank X. Reller, Wentzville, Mo.; John Rees, Wellsville, Mo.; Caesar Berutt, Rolla, Mo.; Bill Williams, Union, Mo.; Tom Bloomer, Belleville,

Ill.; Gus Boemler, Norside, Alton, Ill., and Paul Schroeder, Lebanon, Ill.

Bernard Temborius of Lebanon, Ill., and his associates received government clearance for a drive-in to be constructed near Kewanee, Ill., in the Chicago exchange territory. With him in the venture will be Rud Renz, Kewanee, and Ben Adams, Eldorado, Kan.

The Lyn has been used for revivals and other religious meetings the past several weeks. . . . John H. Kardell, formerly of Hillsboro, Mo., and a member of Musicians Local 2, died.

Salt Lake City

Leo Carillo and his troupe were here. At the same time, Charles Boyer, Charles Laughton, Sir Cedric Hardwicke, and Agnes Moorehead were also part of the local scenery to present "Don Juan in Hell" at Kingsbury Hall.

When Leon Sweet, whose Sweet Candy Company celebrated 50 years in business last October, celebrated his 80th birthday, all his family joined in making it an anniversary to remember. . . . The Wilma, Missoula, Mont., has been completely renovated and redecorated. It is again being operated by the Simons interests. Simons opened a booking office in the Continental Bank building with Earl Stein as booker and buyer.

Clyde Blasius, salesman, 20th Century-Fox, left to assume the position of booker for Associated Amusement Company. Ralph Trathen, who formerly held this position, will devote his time to the supervision of the theatres. Blasius made the change in order to be with his wife, who has been seriously ill.

Two weddings are contemplated in the family of Charles L. and Mrs. Walker. He is branch manager, 20th Century-Fox. March 17 is set for the wedding of Miss Carol Crosby, a daughter of Mr. and Mrs. Frank M. Crosby, San Diego, Cal., and Barry Walker, the Walkers' son, the ceremony to be performed at Delta Delta Delta sorority house. Miss Connie Walker, a daughter, has chosen April 12 as the time when she will be wed to George L. Blackett, son of Mrs. Leonard Blackett, Wells, Nev. She will recite her vows at the home of her parents, and a reception will follow. A tea on Feb. 14, using the Valentine motif, announced the betrothals. Young Walker is a student in the University of Utah, and will continue his studies for an M.A. after graduation. His sister is a former student at the university and a graduate nurse.

San Antonio

Plans were formulated for the world premiere showing of "Air Cadets" at the Majestic, with other openings to be held at Dallas, Fort Worth, and Houston, Tex. . . . A 30-minute transcribed program is being broadcast on KONO under the sponsorship of the Southern Theatres Company, on behalf of its five drive-ins.

Clarence Nash, Walt Disney Studios, was a recent visitor making personal appearances for a special showing at the Majestic and Aztec to introduce Donald Duck bread. . . . Frank M. Fletcher,

Ritz, Houston, Tex., was one of the few out-of-town exhibitors braving the recent cold wave. . . . Santiago Reachi, Mexico City industry, was a recent visitor.

Lester Miller, Ione Miller, and C. W. Kyle, owners, Osage Drive-In, Corpus Christi, Tex., were granted a charter of incorporation. . . . A rezoning request for a drive-in at Harlingen, Tex., has been deferred by the city commission. Request was made by Southwest Theatre Circuit.

H. L. Durst, manager, 87 Drive-In, Fredericksburg, Tex., was host to more than 300 youngsters under 12 at a special series of showings. . . . "Prehistoric Women" starlets Jo Carroll Dennison and Mara Lynn beat the cold wave into San Antonio.

San Francisco

Robert Stillman's "The Sound of Fury" added another "first" to its honors by being chosen the first film ever to be shown in San Francisco's Press Club. At the invitation of the Press Club's board of governors, a special screening was arranged for the newsmen, with producer Robert Stillman as guest of honor.

Seattle

John Strain, Oriental, entered the Air Force. . . . Ed Hamerle, owner, Walnut, Kewanee, Ill., gave his annual free picture party to residents and then entertained his 17 employees and managers of other theatres at a dinner celebration.

Drive-Ins in Western Washington are opening. The Aurora, north of Seattle city limits, and the Duwamish, south, opened, and so did the Starlight, South Tacoma, Wash., on the same date. Set for openings March 7 are the Rodeo, between Bremerton and Port Orchard; Harbor Drive-In, Aberdeen; Sunset, Olympia, and the Fife, near Tacoma. William Forman, United Theatres, interested in many of the drive-ins, purchased the Midway, owned and operated by Ed Johnson and Dwight Spracher.

Theatres in the flooded areas of the Northwest escaped any serious damage. . . . Oscar Chinquy, Northwest manager, National Theatre Supply, returned from Missoula, Mont., where he attended the opening of Mrs. Edna Simonds Sharp's Wilma.

Harold Glandfield, salesman, Favorite, is in Harbor View Hospital suffering from a serious heart ailment. He returned to Seattle about a year ago after an absence of 16 years, and joined the Favorite staff. . . . Hal Boehme, who resigned as salesman for Monogram, joined the sales staff of Lloyd Lamb, manager, Favorite.

Members of the Greater Seattle Motion Picture Council were guests at an invitational screening of "I'd Climb The Highest Mountain." . . . Oscar Chinquy, National Theatre Supply, and his salesman, Everett Fox, will attend the western division meeting in Denver. . . . Carl Mahne, Washington district manager, and Lowell Parmentier, merchandise manager, Evergreen Theatres, returned from an inspection trip through Southwest Washington.

NEWS OF THE

Territory

BRANCHES

Cincinnati

This city was aware that Bonzo, in person, was in town to bally "Bedtime for Bonzo," Keith. Diana Lynn, star, also spent a day on her tour. The local promotion was handled by Bill Cohen, Twin Drive-In, and he was well repaid for his efforts. Newspapers, radio, prizes, and other promotions were used to put the show over.

Recent ice-covered streets played havoc with pedestrians, the most seriously injured among the film folks being Charlotte Roskops, bookers' stenographer, Columbia, who sustained a broken hip, and was hospitalized at Good Samaritan. . . . Philip Fox, Columbia branch manager; Jack Finberg, UA branch manager, and Rube Shor, Allied secretary-treasurer, braved the icy roads on trips.

Maurice Bergman, U-I vice-president, was the principal speaker at the Variety Club installation dinner dance. . . . Fred Franke, auditor, ELC, and F. J. A. McCarthy, U-I sales manager, southern and Canadian territories, visited. . . . Jim Mooney, UA traveling auditor, was injured slightly when he fell on the ice.

Arlene Huber is the new receptionist at MGM. . . . Nicola Meale resigned as secretary to Jim Neff, head booker, 20th-Fox, and Jane Rich, assumed her duties. . . . Shirley Berry replaces Miss Rich as biller, and her position as clerk has been filled by Ethel Stenger.

Ann Malenowski, chief inspectress, Realart, believes it is more fun to give than to receive, and she carried out that idea by giving all the office employees boxes of candy on her recent birthday. . . . Howard Spahn, MGM booker, resigned to enter the scrap metal business. . . . Jack Keegan, formerly with Northio, is the new manager for Cooperative Theatre Service.

Visitors included: Lloyd E. Rogers, Welch, W. Va.; Ray Phelan, Clendenin, W. Va.; J. Woodrow Thomas, Oak Hill, W. Va.; Earl Penrod, Indianapolis; M. K. Murphy, Cumberland, Ky.; Bob Harrell, Cleves, O.; Bill Luibel, Ray Friz, Francis Rafferty, Bill Settos, and Ray Stout, Springfield, O.; Ted Pekras and Jack Needham, Columbus, O.; John Gregory, Dayton, O.; Marin Junk, Batavia, O., and Hank Davidson, Lynchburg, O.

Cleveland

The \$1000 News movie contest got under way with front page stories on three successive days. The showmen's committee in charge of the contest consists of Frank Murphy, Loew Theatres' division manager; J. Knox Stracha, Warner Theatres' publicity director,



Pictured recently at Lippert's Indianapolis exchange as they map plans for the company's "The Steel Helmet" are office manager-booker Meri Whallon, branch manager Milton Krueger, and Harry Schochet, traveling auditor for Lippert.

and Leonard Greenberger, manager, Fairmount.

Max Lefkovich, head, Community Theatres Circuit, and Mrs. Lefkovich left for a stay in Miami Beach, Fla. . . . Meyer Fine, president, Associated Circuit, and his wife plan to join them there later in the month.

Wade M. Carr, Manley, Inc., district sales manager, who opened the local Manley office in the Film building five years, closed it, and moved on to the Detroit office, to which he has been transferred. Cincinnati will service the Cleveland exchange area.

Robert Richardson, ELC branch manager, was called to Salisbury, N. C., by the sudden death of his father, Roy Richardson, 64, who suffered a heart attack. . . . E. J. Stutz, Realart franchise owner and Ohio distributor of "Bitter Rice," has sold the picture to the leading circuits in the territory. . . . Sam Fritz, manager, Medina, Medina, O., until called to active naval service, has been assigned to the USS Kimberly, DD-521 Atlantic Reserve Fleet, Charleston, S. C.

J. J. Maloney, MGM central division manager, spent a couple of days in town with branch manager Jack Sogg. . . . Lou Ratener, partner of Tony Stearn in the Ohio Theatre Service Corporation, which folded its buying-booking service,

returned from a trip to California. He is now lining up product for three Ohio drive-ins, the Montrose, Montrose; Sky View, Norwalk, and Magic City, Barberton.

John J. "Jack" Bruckner, Columbia salesman, was called to New York by the sudden death of his father. . . . Norman Shepherd joined Buddy Barach's Theatre Advertising Inc., handling theatre promotion sales.

Cleveland newspaper advertising rates will go up in April. The Press and The News, afternoon dailies, will advance their rates three cents a line. On April 15, The Plain Dealer, morning daily, advances its Sunday rate one cent a line. The weekday rate remains as is.

Nat Wolf, Warner Theatres' zone manager, and Mrs. Wolf were in Texas where they were visiting their son, Lieutenant Donald Wolf, stationed at Camp Hood. They also visited members of both Mr. and Mrs. Wolf's families living in Dallas and San Antonio, Tex.

Harry Charnas, who operated what was said to be the largest independent exchange in the country, paid Cleveland one of his infrequent visits to attend the wedding of his niece, Eileen Fishman, to Arthur Aaronson. The bride is a daughter of the late Jesse Fishman, a Warner official. Also here for the wedding were Nat and Mrs. Charnas and Phil Charnas, Toledo, O.

Mrs. Elizabeth Sears, 88, mother of Paramount booker Irvin Sears, died. . . . Harris Dudelson, Lippert district manager, visited branch manager Leo Gottlieb bringing the news that "The Steel Helmet" is doing exceptional business.

Walter Steuve, Findlay, O., theatre owner, is reversing the usual order of events. For the first time in several seasons, he is not going to Florida. . . . Mrs. Katherine Maek, an inspectress at United Artists for the past 18 years, resigned. She plans to devote her time to leisure.

Theatre business in Akron, O., which failed to stage a comeback after the holidays, faces a still further setback with the indicated layoff of 10,000 rubber factory employees.



Hugh Marlowe, 20th-Fox star, was the recent guest on the Cleveland showmen's committee movie quiz panel during one of the bi-weekly broadcasts from Cleveland, and shown at the broadcast are Frank Murphy, Loew's Theatres district manager; Max Mink, RKO Theatres district manager; Nat Wolf, Warner Theatres division manager, Marlowe, and moderator Gil Gibbons. Notable traders take part in every show.

Fred Schram, onetime independent distributor in the Cleveland area and a theatre manager prior to his retirement to his home in Hollywood, Fla., celebrated his 75th birthday anniversary on Feb. 15. His home is located at 744 Northeast 14th Street, Hollywood.

Frank Murphy, Loew's Theatres division manager, announced the presentation of a stage show headed by Vic Damone at Loew's State. . . . James and Flora Kirkhart, Bellaire, O., comprise the newest Hallmark sales unit. Their first job was the engagement of "One Too Many," Chakeres, Circleville, O.

Detroit

Leo F. Samuels, assistant to Walt Disney's world wide sales head, William B. Levy, was in to plan sales policy for "Alice in Wonderland," which will be released in August.

Albert Dezel acquired Leon Weingarden's interest in the Guild Theatre Corporation, operating the Coronet. Sam Carver continues as managing director.

Albert Dezel completed distribution arrangements with Bernard Jacon, Lux, to handle "Bitter Rice" in this area.

ELC salesman James Sharkey's wife was recovering from a major operation.

Indianapolis

Universal-International's "Bedtime for Bonzo" had its world premiere at the Circle, launching a six-city personal appearance tour of Miss Diana Lynn; Jesse White, featured in the picture, and Bonzo. The premiere was preceded by a national network television promotion. Arriving in Indianapolis, Miss Lynn, White, and Bonzo were welcomed to the city by Acting Mayor Patrick J. Barton. One of the highlights of the advance campaign was a contest run in conjunction with The Indianapolis Times for the best captions to a series of Bonzo pictures. The round of civic events preceding the premiere included a visit to nearby Camp Atterbury to entertain the troops. Miss Lynn, White, and Bonzo left for Cincinnati in connection with the opening at the Keith's.

The Fourth Avenue Amusement Company, Terre Haute, Ind., concluded a



During a recent visit to Detroit, Van Heflin, starred in U-I's "Tomahawk" and visiting key cities on behalf of the film, meets Frank Upton, left, United Detroit Theatres supervisor, and Rufus Shepherd, at right, manager, Palms, Detroit.

deal with the Alliance Circuit, Chicago, under which Alliance, will operate the Indiana, Wabash, and Liberty properties of Fourth Avenue Amusement Company, whose headquarters are in Louisville, Ky. Alliance operate the Grand and Orpheum, Terre Haute. Rumors say the same kind of an arrangement is being negotiated with Alliance to take over the local Indiana, Circle, Keith's, and Lyric. However, there has been no announcement made or confirmed by the management of Greater Indianapolis Amusement Corporation.

Jesse Fine, Fine Circuit, Evansville, Ind., will return to his desk after a vacation in Florida. . . . Morris Lefko, RKO district manager, and Leo Samuels, representative, Walt Disney, were in conference with Russell Brentlinger, manager, RKO. . . . Jules Serkovich, Columbia, is here exploiting Columbia's "Born Yesterday," Loew's. . . . Patrick Murphy and family, Victory, Huntingburg, Ind., were vacationing in Florida.

Mrs. W. K. Embleton, wife of the Monogram manager, is confined at St. Elizabeth's Hospital, Danville, Ill. . . . Irving Dreeben, salesman, Lippert, visited his family in New York. . . . Shirley Pyles is the new cashier at Lippert. . . . Harris Dudelson, division manager, Lippert, was in. . . . Betty Lou Euliss replaces Margaret Baker as biller at ELC. . . . V. J. McKelski replaces Milton Kaiser as manager, Indiana, and Dallas Schuder has been transferred from the Lyric to assistant manager, Circle.

The Variety Club of Indianapolis closed until March 3 for renovating and redecorating.

Visiting on Film Row were: Earl Payne, Switow Circuit, Louisville, Ky.; Matt Scheideler, Hartford, Hartford City, Ind.; S. Davidson, Capitol, Shelby, Louisville, Ky.; Walter Weil, Weil, Greenfield, Ind.; Sam Switow, Switow Circuit, Louisville, Ky.; Trueman T. Rembusch and Joe Finneran, Rembusch Circuit, Franklin, Ind., and Nick Paikos, Diana, Tipton, Ind.

W. K. Embleton, manager, Monogram, in a letter, thanked all exhibitors in Indiana and Kentucky for their splendid cooperation that enabled his office to finish on top during "Monogram Week."

Kentucky Louisville

The Twin Drive-In and the Kenwood Drive-In were again forced to cancel their weekend shows due to inclement weather. . . . Thieves took an undisclosed amount of money from a safe at the Crescent. Samuel Weinburg, owner, said the safe had been chiseled open.

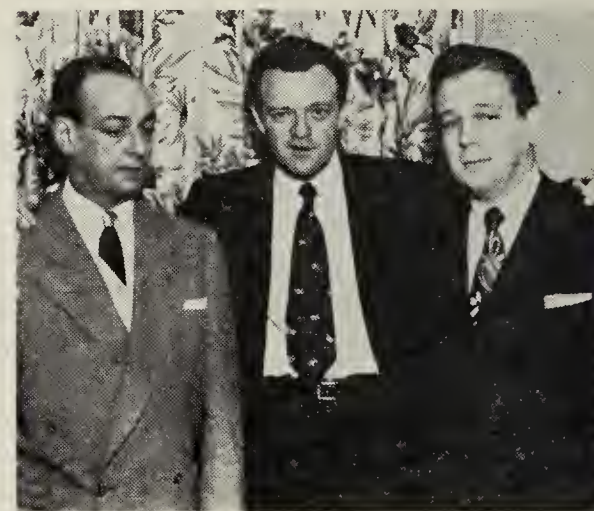
Out-of-town exhibitors seen recently included: J. E. Isaac, Cumberland Amusement Company, Cumberland, Ky.; Tex Richards, State, Crouthersville, Ind.; George Peyton, Griffith, LaGrange, Ky.; L. M. Denton, Shepherd, Shepherdsville, Ky.; Joe Brauer, Strand, Paoli, Ind.; Homer Wirth, Crane, Crane, Ind.; Mr. and Mrs. E. L. Ornstein, Ornstein, Mar-



In New York City, Father James Keller, director, the Christophers, recently presented a check for \$5,000 to Ernestine Gilbreth Carey and Al Lichtman, 20th-Fox vice-president, who received it for Lamar Trotti for his "Cheaper By The Dozen." Mrs. Carey is co-author of the book. At right is George Skouras, president, Skouras Theatres, reception host.



Syd Hyams, right, managing director, Eros Films, is greeted upon his recent arrival in New York City from London by S. L. Seidelman, general foreign manager, Eagle Lion Classics. A deal for distribution of the ELC product in the United Kingdom was then drawn up.



Sioux Indians visiting key cities to help promote U-I's "Tomahawk" recently presented a pipe of peace to Mayor Albert E. Cobo in Detroit in connection with the opening of the film at the Palms.

engo, Ind., and A. N. Niles, Eminence, Eminence, Ky.

Marvin Rogers is the new assistant manager, Chakeres' Shelby and Burley, Shelbyville, Ky. Marvin replaced Robert Hackney. The resident manager of the Burley and Shelby is Eric Hammel.

Arthur Wall, manager, Grand, Frankfort, Ky., has returned to his desk following a Florida vacation.

(Continued on NT-4)

Joseph Denniston Makes a Survey

(EXHIBITOR is in receipt of the following outline of a survey made in Monroe, Mich., by Joseph Denniston, Monroe. It was brought to EXHIBITOR's attention by Charles W. Snyder, executive secretary, Allied Theatres of Michigan, Detroit, in the hope that others might benefit from it.—Ed.)

Considerable interest in the business has been voiced and displayed by Joseph Denniston, Monroe and Family, Monroe, Mich. Denniston has discussed at every opportunity with anyone who listened, whether show people or not, just what is wrong with the movies. He is engaged in business enterprises other than the operation of the above mentioned theatres. One of these enterprises is a banking institution located in Monroe. This activity provides ample opportunity for information relative to general business conditions. Watching closely the commercial aspects of this endeavor, he finds that he is justified in his belief business is generally good. This prompts him to entertain a definite interest in the reason for theatre boxoffice decline.

He determined to find the reason, and, in his own inimitable way, instituted a survey by telephone on Jan. 3. He began by taking all of the telephone numbers out of the Monroe directory, pasted them on cardboard, and deposited them, without names, in a bowl. He then employed a personable young lady with a quiet, courteous, business-like voice to call the telephone numbers. She drew the numbers from the bowl, one at a time, called the number without knowing the name of the person she was calling. When the call was answered, she asked if this is number (the number called), and informed the listener she was calling for the Monroe and Family, and was making a telephone survey among their friends and customers. She asked if they would mind answering a few questions, and, when assured that they would not, informed them that she did not know their identity, and would they please give her their name and address.

After having noted this information on a tabulation sheet, she asked the following questions:

Do you, or members of your family, attend either the Monroe or Family?

About how many of the family attend the movies, and approximately how often? Do you have a television set in your home? If they do have, then—does the television keep you home, and to what extent does it keep you from going to the movies? Do you have any suggestions or comments to make, either with the theatres or the pictures? Do you have any comments at all as to how the operation of the theatres could be improved, or any suggestions regarding the improvement in the pictures that are now being offered? Do you see and read the theatre ads in The Monroe Evening News. Can you tell the name of the picture playing at the Monroe today? (This question varies from one theatre to the other, also as to coming attractions). She informs them that if they can answer correctly within 30 seconds, they will receive "X" dollars and a pair of passes. If they cannot answer, she tells them what the picture is, and how sorry she is they did not know the answer. She then thanks them very graciously for answering the telephone, and advises them that for their courteous responses to her questions they will be sent a pair of passes for either theatre if they will promise to use them.

During the course of the telephone conversation, she has been instructed to inject a sales talk, either on the current attractions or some outstanding pictures that are coming and to use her ingenuity with regard to any interesting points the listener may bring out during the course of discussion on any of the questions. This contributes much to the friendliness of the call, and relaxes the person who has answered.

There have been a few, if any, who have refused to discuss the subject at hand. We believe this to be because of the type of individual selected to do the calling. The conversations have been pleasant and graciously received, and we believe that they are great goodwill builders, particularly because in most cases, the person called thanked the young lady for calling.

The results of this survey so far brought out some very interesting points. Of the 1005 calls made so far: One out of seven answered correctly when questioned about current or coming attractions. Fifty-seven per cent have television. Forty-four and one half per cent of television owners say they do not go to the theatres at all or at least go less often than formerly. Fifty-five per cent

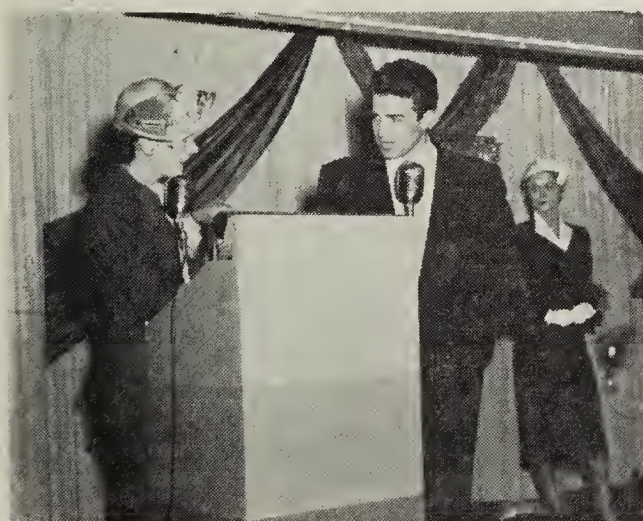
say they go just as much as ever. Three per cent or 18, say they have tired of TV, and seldom watch it. Seventy-five per cent say they watch the ads in the newspapers daily, and go if the picture appeals to them. Only two people called complained about the admission price. Everyone called were sent passes as promised. To date, seventy-five per cent have been used.

In addition, there were several pertinent points brought out. The greater majority expressed themselves as well pleased with the theatres, and stated that they always enjoyed the show. Many were personal acquaintances of Denniston and felt that he was doing all he could to bring the best in entertainment to Monroe. A number stated that it was because of the interest of Denniston in Monroe that they were provided with the good pictures they were privileged to see. A number stated that both theatres were clean and comfortable, and they were courteously treated by the staff.

A large percentage requested specific programs for children on Saturday afternoon in at least one of the theatres. Several complained of playing murder or crime pictures with westerns. Many felt that westerns were entertaining and not at all harmful, but deplored the idea of coupling those pictures with "crime" subjects. The survey brought out a long contended fact that in the majority of instances titles were misleading. There was a reference to "Two Weeks With Love." Some thought this to be a sexy, racy, risque type of picture that they did not want their children to see. "I'd Climb The Highest Mountain" was thought to be a picture of mountain climbing. There were others, which brings out the need for definite information regarding the subject of the picture through proper title.

A very important point was revealed regarding "crime" pictures. Many felt that such subjects were not entertaining, but were used to create excitement insofar as emotions were concerned. There was a cry for good, wholesome pictures, which would appeal to family groups, and would be acceptable to all members of the family, regardless of age.

We would like to call attention to the statistical information which shows that 75 per cent watched the ads in the newspaper daily, and go if the picture appeals to them. This shows that people are "shopping" for pictures. We are not unmindful that all types of pictures do



Vince Edwards, featured in Eagle Lion Classics' "Mister Universe," was recently co-commentator at a fashion show in a Columbus, O., department store, among other promotion activi-

ties for the film, and is glimpsed at left and at center as he participated in the affair, and at left as he appeared on a popular Columbus television show to plug the Jack Carson starrer.

not appeal to all types of people. However, we do know that the good, wholesome type picture is, by far the most appealing, and have found through experience, as well as through this survey, that greater interest is shown and better business is experienced as the result of this type motion picture. We urge an allout effort for the production of such pictures.

We are of the opinion that not only has the survey furnished pertinent information as to the thinking of our patrons but has given them the realization we are interested in them. Such interest, either through personal or telephone contact, is bound to "bear fruit," and we are determined to continue our

contacts, either by another type of survey, or in some manner that will keep us in constant touch with the thinking of the public.

(Continued from NT-2)

Ohio Columbus

Power to tax admissions would be returned to the state under terms of a bill introduced in the Ohio House of Representatives by Representative Cloud, Logan county. The tax would be limited to three per cent, and would be returned to the political subdivision where the tax originated. Cities would be forbidden to levy such taxes.

A statewide gross boxoffice decline of \$12,000,000 during 1950 was indicated in figures which show a 17 per cent drop in admissions tax receipts in 14 major Ohio cities during that period, according to a report by P. J. Wood, secretary. Independent Theatre Owners of Ohio. Cincinnati, with a decline of 27 per cent, was highest among the 14 cities. Columbus, with a 21 per cent drop, was second.

A son was born to the wife of Jack Pickens, assistant manager, Loew's Broad, on Valentine's Day. . . . Margie Hobson, 17-year-old North High School senior, was selected 1951 "Queen of Hearts" in a ceremony on Loew's Ohio stage on Valentine's Day. She was presented with a trophy sponsored by Burt Lancaster, star of "Vengeance Valley." Walter Kessler, manager, Ohio, arranged the trophy presentation.

Two Columbus marines, wounded in action in Korea, were presented with Purple Heart awards on the stage of the RKO Palace on opening night of "Halls of Montezuma." Harry Schreiber, manager, Palace, arranged the presentation.

The Louis Calhern trophy, was awarded to Judge Edward S Mathias, dean, Ohio Supreme Court, at a screening of "The Magnificent Yankee" at Loew's Broad. Carl Rogers, Broad manager, arranged the presentation.

A bill to require censorship of all television films shown in Ohio was introduced in the Ohio House of Representatives by Representative John Kilbane, Democrat, Cleveland.

Ohio theatres would be forbidden to telecast athletic contests of state-supported schools unless such telecasts were also made available to home viewers under terms of a bill introduced in the Ohio legislature by Representative Robert R. Shaw, Republican, Franklin County.

Shelby

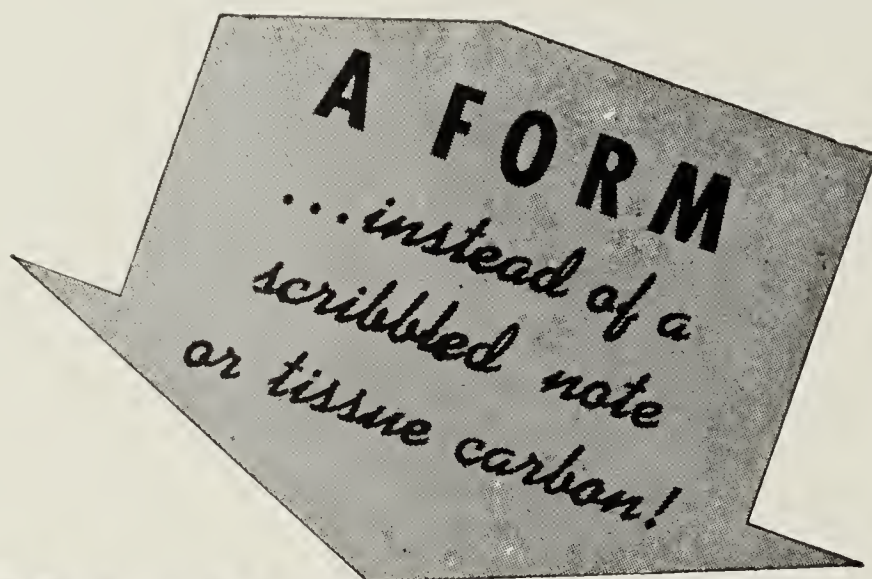
Shelby City Council voted to repeal the three per cent admissions tax.

Wilmington

Ruth Tolliver, contract department, Hallmark, will wed Robert E. Curtis.



Diana Lynn, starred in U-I's "Bedtime for Bonzo," recently arrived in New York City prior to embarking on a key-city tour on behalf of the production.



Weekly PROGRAM & RUNNING TIME Schedules

(SPECIFY ITEM NO. B.S. 6)

- These forms are prepared for convenience in disseminating accurate information to the key members of a theatre staff so that they may answer intelligently the patron questions most frequently asked; or so that they can cue and time their show.

- Daily turnover running time can be easily computed from the running times of the individual subjects that make up the bill.

- One copy each week: (1) on your desk, (2) to your cashier, (3) to your doorman, (4) to your projectionist, and (5) to your head usher or floor supervisor will be sufficient to keep uniform information throughout the theatre.

SUBSCRIPTION RATES: 1 YR. (52 ISSUES) - \$2.00
FOREIGN - \$5.00

ALL SALES LIMITED TO THEATRES
WHICH SUBSCRIBE TO "THE EXHIBITOR"

Price per pad: 25c each

Or 10 pads for \$2.30

All sales prepaid. Please send check,
money order or stamps with order.
Sold under money back guarantee.

THE EXHIBITOR BOOK SHOP

JAY EMANUEL PUBLICATIONS, INC.

1225 Vine Street, Philadelphia, Pa.

NEWS OF THE

Territory

Boston

Crosstown

Al Reith, formerly chief projectionist, ATC, returned from Miami, Fla., and Philadelphia, Pa., where he visited union headquarters, and met the various officials including Harry J. Abbott. Reith is now back on the job at Keith's Memorial. . . . Abe Burrows was visiting at Sarasota, Fla.

A Senate bill calling for the "establishing of a board of censors for the Commonwealth of Massachusetts to examine and approve television, radio, motion picture, and stage shows" was killed by voice vote.

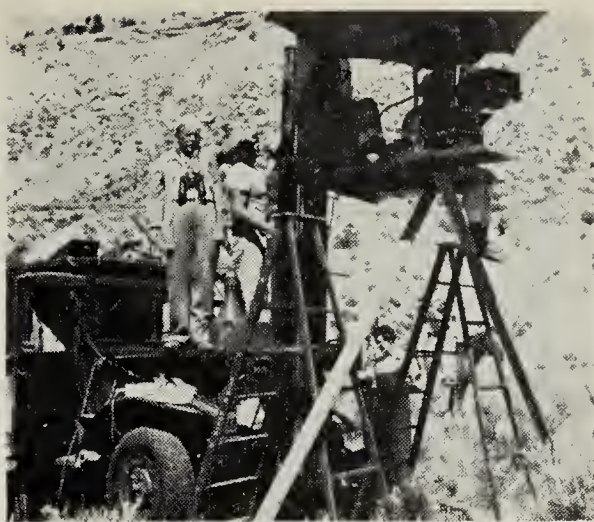
Deletions announced last fortnight by the Bureau of Sunday Censorship included the following: "Afrita Hanum" (Egyptian), parts 1 to 12. (See—"Little Miss Devil") (Deletions: Eliminate dance in "winter" sequence, in part 8. Eliminate scene showing woman lying on bed with leg raised in air, in part 9. Scene showing man wiping perspiration from face during dance, in part 9. Scene showing dancer very close to man while he is seated on bed, in part 9). Oriental Film Company; "Missing Women," parts 1 to 6. (Deletions: Dialogue, "—the one Hans tried to—", in part 6). Republic; "The 13th Letter," parts 1 to 9. (Deletions: Eliminate part of scene showing doctor examining Denise's chest, and containing the following dialogue, "Why're you holding your breath?"; "Oh I—I'm sorry.", in part 1). 20th Century-Fox.

Mr. and Mrs. Eddie Comi were thrilled by a long distance phone call from their son, Paul, confined to a hospital in Osaka, Japan. He reports he's feeling much better, and while he enjoys the Japanese scenery, he'd much prefer that of his hometown, Quincy, Mass.

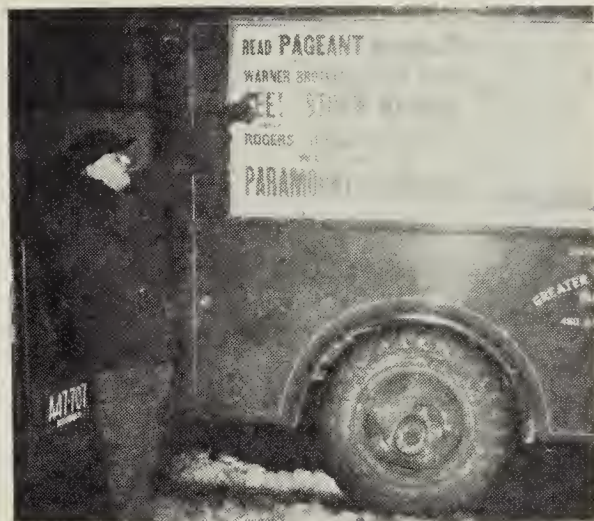
The navy is cooperating nicely with Warners, having made available "Sonovision" for plugging "Operation Pacific" and "Silent Service."



On the coast, Herbert J. Yates, president, Republic, greets Captain S. E. Segray, Coast Guard information officer, a recent visitor to the set of "The Fighting Coast Guard," to be released shortly.



Director Byron Haskin wears a handkerchief on his head to protect him from the Montana sun during a recent shooting stint on location for Paramount's Technicolor "Warpath." The camera car with hydraulic lift makes shots easy.



Above is one of the 50 truck posters featuring Pageant magazine's layout on Warners' "Storm Warning" recently used to help sell the film's Boston showing at the Paramount and Fenway.

"A Touch of the Times," a feature length film produced by Harvard's Ivy Films, is scheduled for its commercial showing at the Beacon Hill starting on March 15. Filmed over a period of two years on the slim budget of \$2,500, the picture was produced by college students who shot most of the scenes outdoors in order to eliminate lighting expenses. Boston merchants cooperated in the venture by providing free props, locations, and even a fleet of Cadillacs. The locale is Greater Boston, with segments filmed in Newton, Wellesley, and Cambridge, in addition to Beacon Hill and Boston Common. Scheduled for the same bill is the premiere of Ivy Films' short subject, "Much Ado About Studying."

Having been closed for about five years, the Fine Arts is scheduled to reopen on March 8. Rex Wilson, who heads the company that has taken over operation of the house, has set the Irish film, "The Hills of Ireland," for the teeoff.

The Griffing-Lasky Construction Company, formed last summer to build driveways, has, due to the government ban on new construction, branched out into the repairing and remodelling phase of the ozoner business. The company is now concentrating on installing playgrounds, repairing plumbing and electrical outlets, and modernizing cafeterias and concession stands within government restrictions of \$5,000 or less. Griffing is formerly of Abilene, Tex., and has designed and constructed 132 ozoners in 12 states.

New England Bowling

BOSTON—New England Theatres was one game up on Independent Theatres for first place in the New England Theatrical Bowling League as the second half of the series moved into the fifth week. Harry's Snack Bar held a four-game lead over American Theatres to clinch fourth place, while Affiliated Theatres, RKO, and MGM tied three ways, each having a one-game margin over trailing Macaulay American Legion Post.

Standings to date show:

Team	Won	Lost
NE	17	3
Inde.	16	4
HSB	12	8
Amer.	8	12
Aff.	7	13
RKO	7	13
MGM	7	13
Leg.		

INDIVIDUAL AVERAGES

Plunkett, NE 101	Young, Inde. 86.0
Freeman, HSB ...97.4	Rahilly, HSB 85.5
Serra, Inde. 94.6	Spingler, Leg. ...85.3
Burlone, NE 93.5	Field, Aff. 85.1
Rathgeb, MGM ...92.9	McGerigle, RKO ..84.9
Romanoff, NE ...92.4	Anderson, HSB ..84.1
Fahlbusch, NE ...91.4	Alfano, Amer. 84.1
Levin, Inde. 91.1	O'Hara, RKO 83.9
Morton, Inde. 89.7	Cavicchi, Leg. 83.7
Hochberg, Aff. ...88.2	Feinstein, Amer. ..83.3
Hill, Inde. 88.2	Castro, HSB 82.7
DeBrueil, Amer. ..88.1	Rowe, Aff. 82.7
Goldman, Aff. 87.9	LaCross, RKO ...81.7
Vieira, Leg. 87.7	Dooley, Leg. 81.0
Arsenault, NE ...87.7	McGowan, MGM ..80.3
School, MGM 87.5	MacIntyre, Amer. 80.0
Farrington, Aff. ..87.4	McCarthy, Amer. 78.6
Smith, RKO 87.4	Oberman, MGM ..70.1
	Fineberg, MGM 69.0

HIGH SCORES

Single: Fahlbusch, NE, 106
Three strings: Rathgeb, MGM, 294

Herbert A. Bergson, former Bostonian, of the Washington law firm, Bergson, Adams, and Berkland, well-known in the industry, entered the government service as general counsel for Charles E. Wilson. Associated with him in the Washington law firm is Sumner Redstone, son of Michael Redstone, owner of ozoners.

John Paul Good, 33, died in Brookline, Mass. For several years, he was associated with Paramount in the Boston exchange, and, in 1948, was appointed sales manager for the company in Buffalo. In 1949, he was stricken with polio, and had been confined in an iron lung for more than a year. He is survived by his wife, son, parents, and brother.

Film District

Leo Griffin, WB office manager, and Bill Horan, WB division manager, were recipients of autographed photos of Archbishop Cushing.

Realart is readying a package deal of three serials, "Lost City of the Jungle," "The Royal Mounted Rides Again," and "The Master Key." Each serial is comprised of the usual episodes, and Realart intends booking the trio into theatres for simultaneous openings.

WANTED: Experienced theatre manager. Kindly reply in writing only, stating experience and qualifications to:

MICHAEL REDSTONE

230 Boylston Street, Boston 16, Massachusetts

Boston industryites basking in the Florida sun are: Mr. and Mrs. Michael Redstone, Mr. and Mrs. Louis Stern, Mr. and Mrs. Al Swerdlow, Mr. and Mrs. Joe Urdang, Mr. and Mrs. Irving Shapiro, Mr. and Mrs. E. Harold Stoneman, Joe Stanzler, E. M. Loew, Bob Ungersfeld, and Henry Wolper. Mr. and Mrs. Louis Richmond also headed south, and Mr. and Mrs. Samuel Dane are looking over Mexico. Mr. and Mrs. Louis Gordon and Mr. and Mrs. Murray Weiss are relaxing aboard cruise ships. Mr. and Mrs. "Zippie" Goldman are on an auto trip about the country, and when last heard from were in California.

Thanks to favorable weather conditions, construction of Variety Club's "Jimmy" building is surging ahead of schedule. The building committee is plugging hard for construction material, and, with any luck, the hospital should be completed within several months. At any rate, Variety officials hope to dedicate the building this summer.

Massachusetts Theatre Equipment Company is installing new Cycloramic screens in E. M. Loew's, Watertown, Mass.; Civic, Portsmouth, N. H.; Playhouse, Ayer, Mass., and State, Saugus, Mass. Boss Eddie Comi has an optimistic outlook for the future of the industry, claiming many houses are installing new equipment, and are undoubtedly expecting an upward trend.

A Variety Club honorary member, radio and TV announcer Jim Britt recently returned from an extensive visit to Europe. While there, Britt had an audience with the Pope, interviewed Tito, and accompanied G. I.'s on winter maneuvers. He has promised Bill Coster a memento "borrowed" from Tito's desk. While in Munich, Germany, he broadcast over the American Forces Network, giving listeners a complete word picture of New England Variety Club's wonderful job carried on here by the "Jimmy" Fund.

Condolences go to Mrs. Julia Zukowski, head inspectress, Colonial; her sister, Rita Griffin, Metro, and brother Lawrence "Bobo" Griffin, Film Transfer, on the recent death of their mother.

Joe Levine, president, Embassy, acquired the New England distribution rights for "Seven Days to Noon." . . . Edward X. Callahan, 20th-Fox manager and industry chairman for "The March of Dimes," reports theater collections exceeded those of last year. . . . The Rialto, Scollay Square, gutted by fire several years ago, is being readied for reopening. . . . Ernie Comi, formerly of Joe Cifre, Inc., retired from the industry, and is back at his old job of foreman in the electrical department at Bethlehem Shipyard, Quincy, Mass. . . . Lon McAllister, was in in connection with "A Yank in Korea," Center.

20th-Fox held a series of trade screenings for "Bird of Paradise," with Hilda Peacock, "hello" girl at the exchange, sporting a beautiful corsage, tabbed the "Bird of Paradise," sent her by a local florist. . . . Bob Folliard, eastern division manager, RKO, was in for sales confer-



Top U. S. Postoffice officials recently were treated to a special Washington, D. C., preview of Paramount's "Appointment With Danger," based on the exploits of postal inspectors. Above, Postmaster General Jesse M. Donaldson and Chief Postal Inspector Clifton C. Garner examine a print of the picture.



MGM executives present producer Pete Smith with his "biggest" contract as the producer-narrator of "Pete Smith Specialties" recently observed his 20th year at that post. From left are E. J. Mannix, L. B. Mayer, Dore Schary, Smith, and Fred Quimby, head, shorts department.

ences with exchange personnel. . . . Barbara Connolly, 20th-Fox biller, spent a few days in Quebec as part of her vacation. . . . John Conner, Copley carpenter, died recently. . . . Arranged by Jack Saef, NET publicist, and Phil Engel, 20th-Fox, screenings of "Call Me Mister" were given for critics and disk jockeys. . . . Max Miller has been in assisting Joe Mansfield on ELC's "Mr. Universe." . . . Several local high schools are giving students book review credits for reviews of "Cyrano de Bergerac," Majestic. . . . The Capitol, Malden, Mass., has been taken over by a newcomer. . . . Managers and salesmen of 20th-Fox's Boston and New Haven exchanges met for a meeting presided over by Ed Callahan, division manager. . . . George Roberts, Rifkin Circuit, wife, and children are among those basking in Florida.

New Haven Crosstown

The Putnam Avenue PTA, Hamden, sponsored a benefit at the Whitney for a fund for the school library. The Helen Street PTA, Hamden, sponsored a children's theatre party. . . . Mrs. Bill Brown, wife of the Bijou manager, who was recently transferred to Evansville, Ind., was admitted to the Newington

Hospital for an operation. She was a navy yeomanette in World War I.

Poli manager Morris Rosenthal entered New Haven Hospital for surgery, and expected to be back at his desk. Mrs. Ruth Bolton is carrying on. . . . Harry Fishman, Fishman Theatres, left for Florida. . . . Adolph Johnson and his two sons, Howie and Bob, have organized a tool and machine company with others. He and his sons are with the Strand, Hamden. . . . H. Cohn, Dixwell, was planning promotions including a contest.

Morris Rosenthal, manager, Loew's Poli, was in New Haven Hospital for foot surgery.

Meadow Street

20th-Fox's Ben Simon, Sam Germain, and Sal Popolizio went to Boston for a meeting. . . . Jules Liggett and Seymour Florin, Liggett-Florin Circuit, were in. . . . Lou Lichtenstein, 20th-Fox home office, was in. . . . Lorraine Gagliardi, U-I, is sparkling a diamond from her boyfriend. . . . Barney Pitkin, RKO branch manager, states that there are a number of show bally angles for "The Thing."

Frances Lampert, manager, Glastonbury, Glastonbury, has written the words and lyrics to four waltzes and a fox trot, "Annabella," "Still In Love," "I'll Go On Loving You," "You Are a Goin' a Bit Too Far," and "Something Special." . . . First prize winners were featured in the talent search show at the Warner, Torrington, with the winner eligible to go to New York for the "Ted Mack Amateur Hour."

Bill Hutchins, National Theatre Supply, attended the opening of the New Genesee, Syracuse, N. Y. His company installed the projection and sound at this 1100-seater. . . . U-I has been doing well in the "Charles Feldman Drive."

Shifts of projectionists in Bridgeport houses brought Joe Cossette to the Hippodrome, Art McLeod to the Astor, Mario Parelli to the Mayfair, and Harry Kaplan to the Brooklawn. . . . Congratulations were in order to Park City, Bridgeport, manager Lou Jacobson and Mrs. Jacobson on their wedding anniversary.



Eve Arden, featured in Warners' "Good-bye My Fancy," is seen as she recently arrived for a brief visit in New York City.



Ansel Sanborn, exhibitor from Wakefield, N. H., is serving as Republican majority floor leader in the state's House of Representatives, and is pictured recently at the State House, Concord, with Senator Charles F. Hartnett.

Circuits

Loew Poli

Lou Brown, publicity director, was on a week's vacation. . . . Dave Kauffman, artist, returned from winter sports. . . . John DiBenedetto, Poli, Worcester, Mass., was shifted to the Poli, Bridgeport, as acting manager to fill the vacancy when Bob Ritzert resigned. . . . The Poli, Worcester, Mass., received attention with its talent broadcasts from the stage.

Connecticut

Bristol

For a promotion stunt on "Tomahawk," manager Vic Morrelli, Bristol, offered free admission to the first 25 patrons showing up with an Indian head penny.

Hartford

Lou Cohen, manager, Loew-Poli, and Fred R. Greenway, manager, Loew-Poli Palace, are promoting the following message via 24-sheets: "Yes! There are Lots of Good Movies . . . and you can see them week after week, at Loew's Poli and Loew's Poli Palace. . . ."

Ray T. McNamara, manager, Allyn, offered guest tickets to "September Affair" for the 10 longest lists of film titles incorporating the name of a month. . . . Rather than keep his marquee empty during the winter months, Paul W. Amadeo, Pike Drive-In, has been displaying a number of promotional messages on the highway marquee.

H. F. Shaw, division manager, and Lou Brown, ad publicity chief, Loew-Poli Circuit, presided at a meeting of area managers at the Loew-Poli, those in attendance being: Lou Cohen, Loew-Poli; Fred R. Greenway, Loew-Poli Palace; Joe Boyle, Loew-Poli, Norwich; Bob Carney, Loew-Poli, Waterbury, and Morris Mendelsohn, legal department. . . . Lou Cohen, manager, and Norm Levinson, assistant, Loew-Poli, had a number of tie-ups with restaurants on "The Mudlark."

Sarah Nelson, Crown, tripped to Florida. . . . Frank Quinlan, assistant man-

ager, Bushnell, was ill. . . . Jim Doran, student assistant, Loew-Poli, enlisted in the air force. . . . Seymour Kroopnick, former publicist, Center, went into the army. . . . The Colonial lost Arthur Fisk to the armed forces.

Robert Leighton is new at E. M. Loew's. . . . Two Loew-Poli Palace aides, Donald Willey, and Edward Parents, went into the army. . . . Tom diLorenzo, son of the late Anthony diLorenzo, for many years partner in Daly Theatre Corporation, married Madlyn Fontana. . . . Lee McIntyre is new at the Regal.

Willard B. Rogers, president, Will Rogers Drive-In Theatre Corporation, resigned as president, Hartford Symphony Society. . . . Paul Papa, ex-assistant to manager J. F. McCarthy, Strand, went to work for the State Motor Vehicles Department.

Albert Shulman, Shulman Theatres, and Mrs. Shulman are vacationing in Guatemala.

Middletown

On vacation at West Palm Beach, Fla., are Mr. and Mrs. Sal Adorno, Sr., Adorno-Middletown Theatres.

Montville

Bruno Weingarten, general manager, Norwich-New London Drive-In, got back from a vacation trip to Florida.

Newington

Manager George Hudak, Newington, is driving a new car.

New London

One of the best public relations gestures was handled by Nick E. Brickates, manager, Garde, when a Red Cross bloodmobile unit was stationed in front of his theatre. He offered passes for blood donors.

Nick E. Brickates, manager, Garde, tied-up extensively with milk companies for "The Milkman." . . . Manager Walter T. Murphy, Capitol, was appointed district chairman, 1951 Cancer Drive.

Torrington

The Warner, managed by Jack Scanlan, Sr., increased adult admission prices to 60 cents.

Windsor

Bill Daugherty, manager, Lockwood-Gordon-Rosen's Plaza, returned from a vacation stay in Florida.

Maine

Portland

Harold L. Cail, columnist on The Evening Express, in giving a good plug to "I'd Climb The Highest Mountain," also put in a good word for the industry in general, which local theatremen certainly appreciated.

Massachusetts

Lynn

Frank N. Kelley left the Merrimack, Lowell, Mass., to manage the Colonial,



Four of the Sioux Indians traveling through key cities to help promote U-I's "Tomahawk," pose with industryites during their recent visit to New Haven, and seen at rear, from left, are Ed Lynch, manager, Roger Sherman; Arthur Greenfield, U-I branch manager; Jack O'Connell, assistant manager, Roger Sherman, and David Miller, technical director of the film. In front are Chief John Sitting Bull, Mrs. Black Elk, Chief Black Bear, and Ben Black Elk. The Indians have been making a tour of key cities of the nation, with the results showing plenty of boxoffice interest created for the U-International feature.



Jane Wyman, starred in MGM's "Three Guys Named Mike," is shown at the recent Foreign Trade Association luncheon in Los Angeles as she received from Netherlands consul Adrian Hartog an award for her contributions to international good will and understanding. The actress also accepted for producer Jack L. Warner a scroll honoring him for furthering democratic principles of international relations. Standing at right is E. D. Peralta, FTA president.



At a recent special sales meeting of 20th-Fox personnel at the company's Boston exchange are seen Edward X. Callahan, center front, district manager, flanked on his left by Boston branch manager Jim Connolly, and right by New Haven branch head Ben Simon, and salesmen, bookers, and other company personnel.

BOXOFFICE STATEMENTS

SPECIFY ITEM NO. B. S. 5

The form is titled "DAILY BOXOFFICE STATEMENT No. 5". It includes fields for Theatre, Feature, and Opposition. Below these are sections for Character, with sub-sections for MATINEE and EVENING. Each section contains a table with columns for No. SOLD, TAX, and ADM. TOTALS. There are also fields for GRAND TOTALS for the day and a space for the Exhibitor's Signature.

Printed on both sides so that complete factual totals for one day can be kept on one 8½x 5½ inch sheet, each itemizes:

1. OPENING AND CLOSING TICKET NUMBERS
2. PASS AND WALK-IN TICKET NUMBERS
3. CASH TOTALS
4. TAX TOTALS
5. PROGRAM, WEATHER, AND OPPOSITION
6. SPACES FOR HOURLY TOTALS
7. MISCELLANEOUS INCOME AND DEPOSITS

Made up in pads of 50 per pad, each sheet is punched for saving in a standard ring binder with the date at the lower right corner for quick reference when filed.

Price per pad: 25c each

Or 10 pads for \$2.30

All sales prepaid. Please send check, money order or stamps with order. Sold under money back guarantee.

ALL SALES LIMITED TO THEATRES
WHICH SUBSCRIBE TO "EXHIBITOR"

EXHIBITOR BOOK SHOP

1225 VINE STREET, PHILA. 7, PA.

Haverhill, Mass., and Hazen Lyle left the Haverhill theatre to manage the Merrimack.

Work on E. M. Loew's new Salem is progressing rapidly.

Springfield

Houses in this city, Holyoke, Mass., and Chicopee, Mass., contributed a collection total of \$6957 to "The March of Dimes." Checks from the individual houses were presented to Postmaster Thomas J. Ashe. . . . Samuel Goldstein, Western Massachusetts prexy, announced the Victory, Strand, and Bijou, Holyoke, Mass., as well as Northampton, Mass., houses would from now on receive first-runs much earlier than formerly. Clearance of 14 days has been cut to seven. . . . About 60 clergymen and theatremen were hosted by George E. Freeman, Loew's Poli, for a showing of "I'd Climb The Highest Mountain." Following the screening, the audience was guest of 20th Century-Fox for a buffet luncheon, with Edward X. Callahan, Jr., as host.

Dominick Suriano, formerly assistant manager, local Art, and the Strand, Hartford, was named assistant manager, Capitol.

The Round Hill Drive-In will be ready for business about May 1, it was announced by Joseph Levine, president, Embassy, Boston.

New Hampshire Claremont

The first 25 women purchasing tickets at the Magnet on Feb. 16 and 17 each received a double orchid corsage as the theatre's part in Claremont's "Appreciation Days." F. J. Cahalan, manager, came up with the suggestion that in the future men be presented with four roses during similar events since he heard many complaints from the men about women always receiving the gifts.

Concord

A letter from King George VI of England was on display at the Capitol in conjunction with "The Mudlark."

A Senate proposal to license projectionists encountered overwhelming opposition when it was brought up before the upper chamber's judiciary committee for a public hearing. More than 75 persons turned out for the hearing to register vigorous disapproval of the plan. The measure, Senate bill 28, authored by Senator Sara E. Otis, Concord, was taken under advisement by the committee. Chairman Charles F. Hartnett, Dover, said the committee would hold a closed session on the bill. One of the few to speak for the bill was Bradley T. Callahan, Concord, legislative representative, projectionists' union. He said the bill would insure that qualified projectionists handled theatre machines, and added that this would provide the public with added protection against fire. The opponents contended that the state fire marshal's office insured fire protection under present laws. It was also brought



Manager Frank K. Eldridge, left, manager, Capitol, Concord, N. H., welcomes legislators and educators to a recent preview of MGM's "The Magnificent Yankee." He is shaking hands with Blaylock Atherton, New Hampshire senator.

out that the smaller theatres might not be able to operate if the bill were approved. The proposal calls for establishment of a three-member state licensing commission, which would give examinations to candidates. The license for a projectionist would be \$10 for the first time and \$5 for each year he renewed the permit.

Laconia

Ralph Morris, manager, Colonial, held a preview of "I'd Climb the Highest Mountain" for some 100 representatives of local organizations and church groups.

Rhode Island Providence

John P. Smith, retired stage electrician, celebrated his 50th wedding anniversary at a surprise party at the home of the couple's daughter in North Providence. . . . Charles Darby, manager, Avon, was set for the state premiere of "Cyrano de Bergerac." . . . Loew's State, Maurice Druker, manager, used underlines and lobby posters to herald a recent cartoon show. . . . One of every three families in Rhode Island now owns a television set, according to a survey conducted by William H. Keough, radio-television editor, The Providence Journal Bulletin.

Vermont Bennington

Newly decorted, the Harte reopened, and will operate on a seven-day basis while the General Starke is being modernized. Thereafter it will run mostly on weekends, and will be used occasionally for road shows. Gerald James is manager.

Randolph

Jack Champlain, owner, Playhouse, increased his adult admissions, but not without first pointing out to his patrons that the increase is the first since he took over ownership 10 years ago. The Playhouse entertained 24 boys in observance of "Boy Scout Week."

Rutland

Francis E. Grace, projectionist, Grand, was passing cigars. It's a girl, Mary Margaret.

NEWS OF THE

Territory

New York City
Crosstown

Helen Wexler, Eagle Lion Classics home office service department, was married to Joseph Brody at the Hotel Westover. . . . Don Prince, RKO eastern publicity director, returned from a trip to the coast, where he conferred with studio executives about forthcoming RKO productions. . . . The navy brought up its exploitation 16-inchers to salute the world premiere of 20th Century-Fox's "U. S. S. Teakettle" at the Roxy. The navy placed on display an exhibition of miniature ships in the Roxy lobby and rotunda. In addition, close cooperation was maintained with recruiting forces for posters and tie-ins on publicity. For the opening, special groups of naval officials and enlisted men from the various emplacements in the metropolitan area took part in ceremonies throughout opening day.

Barney Balaban, president, Paramount Pictures Corporation, returned after a two-week trip to Nassau and Florida. . . . A. W. Schwalberg, president, Paramount Film Distributing Corporation, went to Canada to visit the company's Dominion branches with Canadian general manager Gordon Lightstone. . . . William Thormann, RKO Theatres' art department, is the proud owner of "Thornville's Gorgous Caesar," who won a Red Ribbon, second prize, in the bulldog puppy class at the recent Westminster Dog Show.

Howard Barnes resigned his post as film and theatre critic, The New York Herald Tribune, and was temporarily replaced by Otis Guernsey. . . . The Variety Club of New York, Tent 35, will move its quarters from the Astor Hotel to the ground floor of the Skouras building, West 49th Street, as soon as negotiations are completed.

Sol A. Schwartz, president, RKO Theatres, Inc., has accepted the chairmanship of the amusement division, the 1951 finance campaign, Greater New York Councils, Boy Scouts of America. Schwartz has announced that the following men will serve as chairmen and vice-chairmen of the various committees in the division: producers and distributors: chairman, Harry Mandel, RKO Theatres, Inc., and vice-chairman, Ira Morais, RKO Theatres, Inc.; equipment and suppliers: chairman, Burton Robbins, National Screen Service, and vice-chairman, Ben Sherman, ABC Candy, and inde-

Rosen, Schneider
Heads UJA Division

NEW YORK—Sam Rosen, Fabian Theatres, and Abraham Schneider, Columbia, have been named co-chairmen, amusement division, United Jewish Appeal, for the 1951 campaign, it was announced last week by Louis Broido, a general chairman of UJA drive.

Announcement came at the first organizational meeting of the UJA amusement division at the Hotel Astor, addressed by Messrs. Rosen, Broido, and Harry Brandt.

Four executive committee co-chairmen will assist the division chairman, Barney Balaban, Paramount Pictures, Inc.; Jack Cohn, Columbia; S. H. Fabian, Fabian Theatres; Fred J. Schwartz, Century Circuit, and Spyros Skouras, 20th Century Fox.

The following division officers were announced by Rosen:

Executive and special assignments: Harry Brandt, Leo Brecher, Max A. Cohen, Alan Corelli, Julius Collins, George Dembow, Ned E. Depinet, George Feinberg, Manny Frisch, Emil Friedlander, Leopold Friedman, Herman Gelber, William German, Leonard H. Goldenson, Irving Greenfield, Leonard Gruenberg, Marcus Heiman, Phil Hodes, Arthur Israel, Julius Joelson, Harry Kalmine, Jack Lang, Nat Lefkowitz, Jack H. Levin, Tom Murtha, Charles B. Moss, Sol Pernick, Sam Rauch, Samuel Rinzler, Herman Robbins, Edward Rugoff, Mannie Sacks, Adolph Schimel, Samuel Schneider, Sol Schwartz, George P. Skouras, Max Seligman, Solomon M. Strausberg, Robert Weitman, and Max Youngstein.

Co-chairmen, independent exhibitors, are M. Frisch, Julius Joelson, Fred J. Schwartz, and Strausberg. Members are: A. J. Balaban, Herman Becker, Harry Brandt, William Brandt, Brecher, Max A. Cohen, Ed Fabian, Gruenberg, Hodes, Arthur Mayer, Charles B. Moss, Walter Reade, Jr., Rinzler, Michael Rudin, Rugoff, Morris Seider, George P. Skouras, Morton Sunshine, and David Weinstein.

Moss is chairman, purchasing agents. Members are: Charles Beigel, Ethel Black, James F. Burns, Jules Catsiff,

pendent and circuit theatres, chairman, Mrs. Edith Marshall, Laconia, Bronx.

Harry A. Gourfain, veteran showman who transferred his activities from New York to Hollywood where, for the past few years, he completed picture commitments, has already laid plans for the local production of two musicals, three motion pictures, and a number of TV films. These plans are predicated upon the establishment of a revolving fund
(Continued on next page)



Robert Stack, center, is shown in New York City as he recently received the General Rose Memorial Award from Louis Nivelles, vice-consul general of Belgium, and Lieutenant Colonel Walter R. Kohnle. The award is made annually by the Third Armored Division Association to war veterans in the entertainment field in honor of Major General Maurice Rose, who was killed in Germany while commanding a task force of the Third Armored. Stack is starred in Republic's forthcoming "Bullfighter and the Lady."

Walter Dunn, William Friedman, Ida Garretson, Lou Goudreau, Milton Green, Joe Hornstein, Nat Lapkin, Peter Lewis, Herman R. Maier, Harry Nadel, Jack Price, and Max Seligman. Spyros Skouras again accepted the chairmanship of the corporate gifts committee.

Special company chairmen are: Columbia, Seligman; Loew's, Greenfield; National Screen Service, George Dembow, Jr.; Paramount Pictures, Israel; United Paramount Theatres, Weitman; RKO, Sol Schwartz, H. Mandel, and Robert Goldfarb; 20th Century-Fox, Jack Lang and Ulrich Bell; U-I, Adolph Schimel, and Warners, Schneider.

Lab chairman is William J. German: music publishers, Julius Collins; legitimate theatres, Alan Corelli; talent, Weitman, and talent agencies, Sam Rauch.

Members of the publications committee are Jack Alicote, Abel Green, Red Kann, Charles E. Lewis, and Martin Quigley. Youngstein is publicity chairman. Murtha was named chairman, labor committee, as business representative of Theatrical Stage Employees, Local 4.

Later, the amusement division announced the official appointment of Goldenson, president of United Paramount Theatres, Inc., as chairman, exhibitors committee.

Four more top executives were named to key posts in the division, including Saul Trauner, branch manager, Columbia, and president, New York Film Board of Trade, who will head the exchange committee; Edward Seider, Prudential Film Delivery executive, chairman, film delivery committee, and A. G. Smith, branch manager, National Theatre Supply, chairman, supply dealers committee.

Screen Brightness is Brightest and More Economical WITH

Lorraine carbons

Lorraine CARBONS, INC., BOONTON, N. J.

Crosstown

(Continued from preceding page)
in the sum of \$500,000, and negotiations to this effect are now going on.

Edward Codel, television director, Katz Agency, spoke before the luncheon meeting of the National Television Film Council, at the Warwick Hotel, on "The Problem of Syndicated Film Packages."

Further legal action was expected following the action of the State Board of Regents in revoking the license of "The Miracle," part of the "Ways of Love" trilogy, on the unanimous finding that the film is "sacrilegious." It was the first time the board has revoked a license issued by the Motion Picture Division. Even before the ban was legally in effect, the Paris management removed "The Miracle" from the trilogy, which has been showing at the theatre for the past two months. Roman Catholic groups have picketed the Paris sporadically since the picture was publicly condemned by Cardinal Spellman on Jan. 8. Supreme Court Justice Kenneth MacAffer denied an application by Joseph Burstyn, Inc., distributor of the film, for a stay of the Regents' order pending a review by the courts of the question whether the Regents Board has the revocation power. The Regents made it clear that it was acting reluctantly in exercising powers of censorship which it "neither sought nor welcomed." Ephraim S. London, Burstyn's counsel, said an appeal from the Regents' ruling would be taken to the Appellate Division, Supreme Court, on March 5. The Regents' action was denounced as "a shocking instance of raw censorship" by two civil liberties groups and in similar terms by Protestant spokesmen.

The appointments of Frank C. Walker, as treasurer, and George J. Schaefer, as executive assistant treasurer, special gifts committee, Cardinal's Committee of the Laity Catholic Charities' 1951 campaign, were announced.

Abner J. Greshler, executive producer, Paramount's "At War With The Army," arrived. . . . David A. Lipton, U-I vice-president in charge of advertising and publicity, came in from California for a series of conferences with home office executives. . . . "Fourteen Hours," 20th-Fox suspense drama, will have an invitational world premiere on March 5 at the Astor. . . . Gary Cooper made personal appearances at the Roxy in connection with the premiere of "U. S. S. Teakettle."

The Trans-Lux Colony, 79th Street and Second Avenue, held a special "Brotherhood Week" show. The Yorkville B'nai B'rith Chapter 357 procured three outstanding films on the subject.

Roger Babb announced that his Hallmark Productions Inc., had signed a deal with the Criterion whereby that house will be the future showcase of Hallmark Pictures. The deal, announced by Jack Thomas, vice-president and general manager, Hallmark, provides that "The Prince of Peace" will have its Broadway opening at the Criterion on March 23. After that, the Criterion will show "One Too Many," and in August, during the

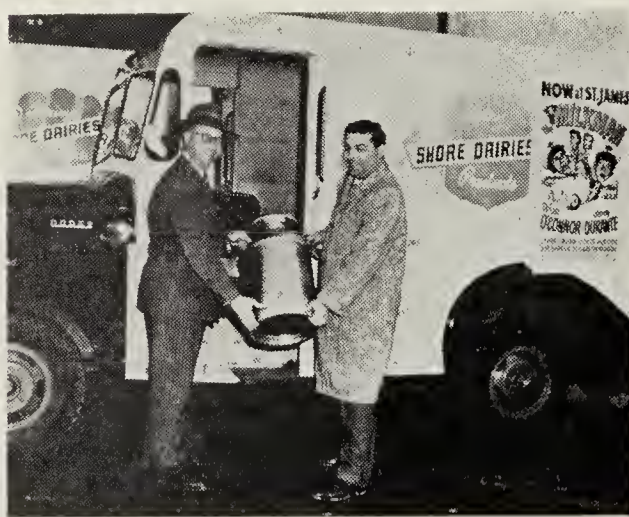


Denise Darcel poses with submarine officers at a recent special navy preview of Warner's "Operation Pacific," Strand, New York City, where it recently opened.

convention of the National Hairdressers and Cosmetologists Association, the Criterion will premiere "Secrets of Beauty." Babb and Murphy McHenry, publicity head, arrived to work out plans with the Criterion organization for New York's first exploitation campaign on the now famous Hallmark formula.

The entire physical facilities of Walter Reade-Theatres in New Jersey and New York, as well as the services of personnel, have been offered to the mayors and defense officials for civil defense purposes in those communities where the theatres are located. The offer was made in individual letters to the mayors of Asbury Park, Freehold, Long Branch, Red Bank, Morristown, Plainfield, and Perth Amboy, all in New Jersey, and Kingston. In every single community, newspapers carried news stories of the offer, making it front page, and the mayors of every community have written directly to Walter Reade thanking him for the offer.

Screens of four New Jersey theatres are being used to cross-plug "Of Men and Music," now in its world premiere engagement at the Park Avenue, Walter Reade Theatre. Full trailers, with a special header inviting patrons to visit the Park Avenue when they are in New York to see the unusual film, are being run at the Mayfair, Asbury Park; Carlton, Red Bank; Strand, Plainfield, and Community, Morristown, all Reade houses.



Manager Clark Jordan, left, St. James, Asbury Park, N. J., and Guy Hevia, Asbury Park city manager, Walter Reade Theatres, recently tied in with a dairy to get posters on all the company's trucks, hangers on home delivery bottles, and a dairy exhibit for the lobby to bally U-I's Jimmy Durante starrer, "The Milkman."

Joanne Schenck, daughter of Nicholas M. Schenck, Loew's, will be married to Perry B. Frank on June 8.

The New York locale of 20th Century-Fox's "Fourteen Hours" has keyed the special invitational premiere to take place on March 5 at the Astor. The film company is inviting a select list of notables from every field represented among the 8,000,000 citizens. . . . Oscar A. Doob, Loew's Theatres operating executive, returned to his desk from a visit to Loew's Theatres in the south and southwest.

Howard Dietz, MGM vice-president and director of advertising, publicity, and exploitation, returned from the coast. . . . H. Russell Gaus, Oklahoma City manager, MGM, arrived for home office conferences.

Lopert Films announced last week that "Tales Of Hoffman" would have its American premiere at the Bijou opening on April 4. Prior to this, the film will be screened at a special preview benefit performance at the Metropolitan Opera House sponsored by the American Red Cross on April 1.

Staten Island

Lou Goldberg, Fabian Metropolitan zone manager, arranged a special kiddie morning show for the St. George on Lincoln's Birthday. Elias Schlenger, Fabian Staten Island publicity director, tied up with the Silvercup Bread Company, which furnished 3000 autographed photos of "Hopalong" Cassidy in color for distribution to the kids attending the show. Silvercup furnished the bar ranch foreman, dressed in a colorful cowboy outfit, to give out the pictures. It also posted heralds plugging the show in windows of the 550 grocery stores serviced on Staten Island. The morning show was advertised on the screen and in the lobby by a seven-foot high set piece three weeks in advance. Special hard tickets were sold in advance. Frank Rosana, manager, had a man dressed in a clown costume distribute 5000 circus type heralds, specially made up by Schlenger, at all grade schools. For the opening night of "Halls of Montezuma," St. George, Schlenger arranged for the borough president to extend Staten Island's best wishes, in person, to the 100th Marine Corps enlistee since the start of the Korean war. A marine color guard was on stage during the ceremony. A special marine lobby display featuring actual combat photos was set up. Schlenger set up an eye-catching display for "At War With The Army" at the St. George. A tent, a promoted from the army, was erected in the lobby with a six-foot cut-out blowup of Martin and Lewis, with appropriate copy, standing in the entrance.

Spencer Bregoff, Ritz manager, arranged a special "Hopalong Cassidy" western children's morning show. He tied up with a boys' shop, and promoted special gift packages as a giveaway to every child attending. On "The Red Shoes," Bregoff built an attention-getting shadow box display. A pair of red ballet slippers was visible when the lights flashed on, and only the picture title could be seen when the lights went off.

Library, shoe store, and music shop window displays were also set up by Bregoff on "The Red Shoes." . . . Saul Laub, assistant manager, St. George, left for the army.

New Jersey Freehold

A "King of the Cowboys" contest has been set up at the Strand, a Walter Reade theatre, by M. A. Sargent, manager, as a stimulant to Saturday matinee business. Each Saturday for the next two months, Sargent will show a special western feature at the matinee, and give away a photo of the cowboy to all children attending. The youngsters will also be invited to ballot for their favorite, with the winner being declared "King" of the western stars, and the children who guess his identity receiving cowboy gear donated by local merchants. Sargent has also set up a "gun bar" in the theatre, where the "young pardners" can check their "shooting irons" during the show.

Perth Amboy

Six youths who enlisted in the marine corps were given a sendoff from the stage of the Majestic, a Walter Reade theatre, as part of a tie-in set up by Herbert Gordon, city manager, to exploit "Halls of Montezuma."

New York State Albany

A bill introduced in the Senate by Thomas C. Desmond would require new theatres in the state with a floor space of 7,500 square feet or more to provide off-street parking space for automobiles. The measure would apply to hotels, apartment houses, and business buildings as well.

Charles A. Smakwitz, Warner Theatres' zone manager, is one of three incorporators of the Heart Association of Albany County; a group formed to study the causes and cures of heart disease. Smakwitz also serves as president of the organization, which is affiliated with the American Heart Association. . . . Larry Lamont, Lamont Circuit, returned from a sojourn in Florida. . . . Johnny Capano, State, Troy, played "Abie's Irish Rose" for a first-run. . . . Donna Howard, 20th Century-Fox stenographer, was married to Dayton Stafford on Feb. 3. . . . Irene Smith, secretary to Charles A. Smakwitz, Warner Theatres' zone manager, spent a vacation in New York. . . . Helen Dravick, 20th Century-Fox biller, announced her engagement to Rocco Damico. . . . Donald P. Longale, Ritz, resigned to become assistant to "Pat" Patterson, manager, Fabians Leland. . . . Gerry Atkin, Warner Theatres' publicity director, was confined to his home with a virus attack. . . . Clarence Politis closed his Library Hall, Westport.

Lawrence Lapidus, Warner Theatres, became the father of a seven and a half pound baby girl born at Albany Hospital. She has been named Sandra Marcia. Grandfather is Jules Lapidus, Warners' eastern and Canadian division sales manager.



Pipe manufacturer Robert Marx shows a tied-in display for UA's "The Second Woman" in a tobacco shop window to Montague Salmon, managing director, Rivoli, New York City, prior to the recent engagement of the picture at the Rivoli.

Buffalo

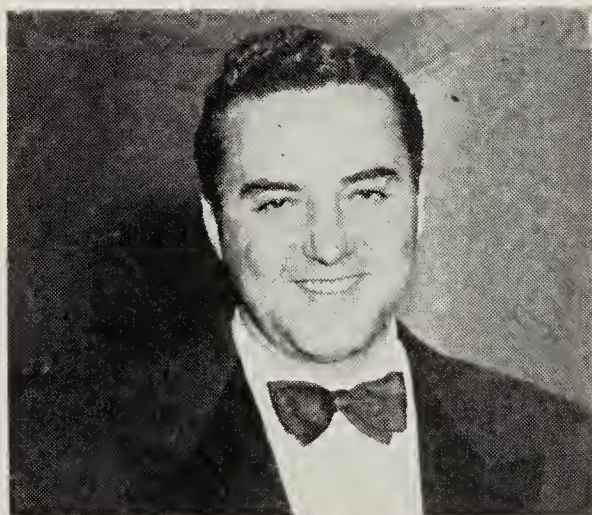
Sterling Silliphant, publicity director, 20th Century-Fox, was in to lay out plans with Eddie Meade, Shea publicity director, on "I'd Climb The Highest Mountain" and "Bird of Paradise." . . . Charles Kosco, 20th Century-Fox branch manager, held a special showing of "I'd Climb The Highest Mountain" at Shea's Elmwood. Kosco addressed the gathering following the screening.

One of the first local exhibitions of a television screen for theatres took place in the Amherst. The public was invited to watch the Jake LaMotta-Ray Robinson middleweight title bout. It was shown on a regular TV theatre screen.

Alex Stornelli has taken over the Star, Middleport, formerly operated by Albert L. Griffith. . . . Lloyd Williams has taken over the Rivoli, Rochester, previously operated by Don R. Stevenson.

Blatt Brothers reopened their May, Mayville, operated by Blatt Brothers Mercer County Theatres, Inc.

Jim Barone is the new manager, Cinema, operated by Morris Slotnick and P. Cohen. He succeeds Peter Becker.



Gene Pleshette, manager, Brooklyn Paramount, recently was honored as the "Theatreman of the Year" in the annual list of Brooklyn's 10 outstanding citizens. The laurels won by Pleshette are an outcropping of the recent "blueprint for action" urged by Robert M. Weitman, United Paramount Theatres vice-president, who urged his staff and the industry as a whole to "return to the fundamentals of showmanship," including positive community relationship.

. . . The Empire, Syracuse, has been renamed the Astor. It was formerly owned by SKE Operating Company, Ltd., and is now operating under the City Entertainment Corporation.

Robert Carbone is the new owner, Remy, Rochester, formerly owned and operated by Carol Fenyvessy under the corporation name of Fen-Rex Corporation. . . . M. P. Slotnick and Rube Canter changed the corporation name of their seven theatres to Slotnick and Canter Circuit; Palace, Baldwinsville; East, East Syracuse; Strand, Marcellus; Colonial, Skaneateles; Sodus, Sodus, Globe, Syracuse, and Ridge, Webster.

James H. Eshelman, Paramount executive, presented a check for \$2,606.99 to Mark N. Turner, president, Cerebral Palsy Association, the proceeds from a benefit show at Paramount's Center. . . . Mrs. Peter Bifarella is recuperating after her stay at the Buffalo General Hospital. She is the wife of Pete Bifarella, Joylan, Springville. . . . Film Row was sorry to learn of the sudden passing of Mrs. Simon, mother of Mike Simon, former local Paramount branch manager. . . . Irving Shiffman is the new Albany salesman for ELC.

—M. G.

Rochester

Anthony Rosato, manager, Regent, Geneva, and previously with Schine houses in Gloversville, Amsterdam, Ilion, Cortland, and Oswego, was appointed manager, Waring, by Charles Martina, president, Martina Theatres Corporation, Albion. Rosato succeeds Anthony Delelato.

The Rochester Musicians Union ousted Leonard Campbell after a 20-year reign as president-business agent. Thomas R. McCarthy, University of Rochester graduate and air force veteran, replaced him, and other officers are Theodore Stenzel, vice-president; Charles L. Van Haute, secretary; Frank E. Carmody, treasurer; Carl Artz, Carl Dengler, Howard Sickler, and Herbert Zahn, new directors, and John Schwalb and Wallace Oakley, trustees. The local has nearly 1,200 members.

"The March of Dimes" collections totaled \$7,159, down considerably from last year as the county drive also fell short, amounting to \$96,161 as compared with \$132,369 in 1950.

Graddon Hodges, Empire Drive-In, postcard that they had motored 1,400 miles in Mexico, seen a "terrific" bullfight and a volcano in action, and expected to be back by early March.

—D. R.

Syracuse

"Jack Carson Day" marked the world premiere of Universal-International's "The Groom Wore Spurs" at the Para-

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Paramount Theatre, 378 Clinton Ave., Albany, N. Y.

mount. Carson, co-starred with Ginger Rogers in "The Groom Wore Spurs," a Fidelity Pictures Production, was in for two days of hectic promotional activity culminating in his personal appearances at the Paramount. There was a parade through the streets and Carson was presented with the key to the city by the mayor at a special reception in front of the theatre. He then was a guest speaker at the Kiwanis luncheon at the Hotel Syracuse, and helped kick off the Red Cross Drive.

One of the most impressive premieres in Syracuse since the war was planned for the opening of the New Astor with Hal Wallis' "September Affair." Details for the gala event were worked out by Peter Fink, City Investing Company; George W. Maxwell, manager, and Ed Wall, Paramount field representative. An intensive ad campaign in both daily newspapers and in the Syracuse Orange, daily paper published by the university, as well as large TV and radio advertising campaigns, were set. TV and radio coverage of the premiere was arranged with WHEN, outlet in Syracuse for Dumont, CBS, and ABC. Radio coverage was carried as on-the-scene reporting in regular news broadcasts. A mayor's committee composed of every important civic organization attended the invitation opening on Washington's Birthday eve. Plans for the premiere included a parade of the American Legion group as well as National Guard units in the city. The street on which the theatre is located was decorated with bunting, and searchlights played into the sky to herald the opening of the palatial new theatre designed by famed entertainment architect Dorothy Draper. Local newspapers carried stories and editorials on the theatre in addition to unusual space in the territory on "September Affair." In the absence of stars, arrangements were completed to select the girl and boy at Syracuse University who most closely resembled Joan Fontaine and Joseph Cotten. They were selected by the university newspaper.

Richard Feldman, for the past 11 years connected with Schine Theatres, severs his connections today, Feb. 28. During his stay in Syracuse, Feldman has managed all of the Schine houses, and for the past six years has been at the Paramount.

—J. J. S.



With foreign language announcers, Danny Kaye broadcasts over "The Voice of America" from backstage at the Roxy, New York City, where he recently was the stage attraction, with 20th-Fox's "Call Me Mister" as the screen offering.

EYEING THE

Exchanges

NEW YORK—A luncheon honoring Abe Dickstein, recently appointed New York branch manager for 20th Century-Fox, was held at Sardi's, with 40 exhibitors, buyers, and bookers present. Arrangements were handled by Wilbur Snaper, Snaper Theatres, and Harold Blumenthal, Fabian Circuit.

MGM—Friends of booker Moe Rose were saddened by his mother's death. . . . Norman Starr, formerly of the box-office statement department, is happy over his promotion to assistant cashier. . . . Everyone was glad to see William Kiernan as booker. He was formerly in the cashier's department.

COLUMBIA—That faraway look on booker Lenny Saver's face is brought on by thoughts of a two-week honeymoon in Nassau and Florida. His personal "Honeymoon Drive" is beginning to move. . . . Head switchboard operator, Josephine Vogel, was ill. . . . Head booker Sam Feinbloom had a sunny welcome for his wife who returned from a Florida vacation. . . . Jack Flas and Sol Lerner, Hempstead Turnpike Drive-In, Beth Page, L. I., were in in anticipation of the opening. . . . District manager Nat Cohn returned from Florida.

UNITED ARTISTS—The reason for that spring in the walk of Brooklyn salesman William Schutzer is that he is a grandfather. On Feb. 9, his son, Doctor Seymour Schutzer, and daughter-in-law presented him with a grandson. . . . Albert McKennon, Albermac, Pawling, was in. . . . That was Ray Beaudry, U. S. Army Picture Service, who was visiting.

PARAMOUNT—Film inspectress Rose McConnell was a year wiser on Feb. 9. . . . The time it took to have an extra cup of coffee was all that kept assistant shipper Gilbert Basch from catching the Pennsylvania train in that horrible wreck. . . . Harvey Epstein was ill. . . . Head shipper Al Kubart, celebrated the fifth birthday of his daughter, Judith, on Feb. 17.

WARNERS—The office is enthusiastic over the "Ben Abner Shorts Drive" from April 8-14. Those who will participate in the drive are Al Blumberg, Peter Sangleboni, Michael Anderson, Emanuel Gross, and Shirley Levy. . . . Friends were glad to see night film inspector Leonard Brooks home from the hospital.

20TH CENTURY-FOX—The film room girls were happy over the new contract. . . . Alice Dupper, film inspectress, will have spent five of the best years of her life with hubby on March 3. . . . If booker's clerk Anneliese Buchdahl looks a little excited these days, it is because she is thinking of that trip to Germany on March 17.

RAMBLIN' 'ROUND—Folks at U-International are enthusiastic over "Toma-hawk." . . . Manny Goldstein, Film



The six Sioux Indians touring key cities to aid in the promotion of U-I's "Toma-hawk" recently met U-I sales executives in New York City, and, pictured above, from left, are Chief Howard Bad Bear, Ben Black Elk, Americo Aboaf, foreign sales manager; Alfred E. Daff, director of world sales; Charles J. Feldman, domestic sales manager; Chief American Horse, Chief Sitting Bull, and, seated, Mrs. B. Elk and Mrs. American Horse.

Room foreman, Favorite, had a birthday. . . . Equity had a visit from Washington representative Myron Mills. . . . Ed Berkson, treasurer, Screenkraft, accepted birthday congratulations on Feb. 22. . . . Don Jacocks, Jr., Alden Theater Circuit, Elizabeth, N. J., was welcomed as a new member of the Bookers Club. . . . There has been a little shifting at ELC. Former office manager Lou Falkoff has been switched to the home office; new office manager is the well-known Tom McCue. . . . Lip-pert's "The Steel Helmet" is now being booked in all key towns in the area through such circuits as Prudential, Skouras, United Paramount Theatres, and Walter Reade. . . . Joe Woods, popular union official, took time out for an operation. . . . Friends were sorry to hear of the death of Martin Levine's mother. He is the son-in-law of William Brandt. . . . That noise coming from the Bonded shipping room was Johnny Hogan announcing that his wife presented him with a nine pound boy. They named him Johnny, Jr. . . . Selma Stammer, film inspectress, Bonded, is still talking about the wonderful time she had at her daughter, Audrey's, wedding shower at the Great Asia Chinese Restaurant.

—ARNOLD FARBER



Flanked by Shirley Ballard, right, featured in UA's "The Second Woman," and TV star Kathi Norris, UA's Al Tamarin is pictured at a recent telecast at which he promoted a 10-minute plug for "The Second Woman," Rivoli, New York City.

Pennsylvania Bill Would Affect Meters

HARRISBURG, PA.—Installation of parking meters at entrances to theatres or hotels would be prohibited under terms of a bill introduced in the legislature by Representative Varner, Clarion Republican.

In another measure, municipalities would lose their power to place a tax on admissions and other amusements. The bill was introduced by Representative E. J. Conway, and is known as House Bill 351, to repeal the 1947 act permitting local municipalities to tax virtually anything not taxed by the state.

NEWS OF THE

Territory

Philadelphia Crosstown

The Fox held a preview of 20th-Fox's "Lucky Nick Cain."

Jay Hornick, general manager, I. Hirst Enterprises, was honored with a dinner at Cafe Footlight on the occasion of his 25th year in show business. Victor H. Blanc was toastmaster at the affair, at which Hornick was gifted with a complete 16mm home movie equipment and a television set.

Frank Peppe, Roosevelt, Swoyersville, Pa., and Irv Refowich, Refowich, Free-land, Pa., visited the local burlesque on a recent trip to town. . . . The Aurora and Regis are closed, and are not being operated by the referees in bankruptcy for David and Mary Moliver.

Vine Street

William Mansell, WB branch manager, wants those few theatres which have not

yet dated in the one-reel "On Stage Everybody," to do so as soon as possible. This free subject, which has been played throughout the country by leading circuits and independents, has been given 100 per cent cooperation. Mansell points out that the proceeds go to the disabled war veterans, and, in addition, to this, the short makes excellent entertainment. Get in touch with WB.

The trade was sorry to learn that Bill Schwartz, Monogram booker, was leaving his post to join his brother in another business in Long Beach, Cal. At the job for eight years and in the industry almost a quarter of a century, Schwartz leaves with the good wishes of all his friends. He will be succeeded by Walt Donahue, who left Columbia as office manager a few months ago.

Alvan Milgram, son of Nate Milgram, De Luxe Premiums, is now in the air force stationed at Sampson Field, N. Y.

The Eagle Lion Classics girls held themselves a dinner theatre party at the Hotel Warwick and the Shubert. . . . Eagle Lion Classics biller Margie Gibson and ELC stenographer Millie Krouse, resigned.

On the sick list at Republic were Jim Flynn, booker; Dorothy Hashimoto, bookkeeping clerk, and Charlotte Brown, biller. . . . Joe Perry, Clark Film shipper, still in Jefferson Hospital following an operation, thanks all who gave blood donations in his name. . . . Rich-Art Sign Company moved into their new quarters at 307 North 13th Street. Everyone wishes the boys well.

Columbia exploiter, Milt Young, was on the sick list. . . . Eleanor Krasney, 20th-Fox contract clerk, was another industryite on the sick list. . . . Shirley Berkowitz is the new booking clerk at Warners. . . . Caroline Fisher, Warner booking clerk, was on the sick list. . . . RKO booker Ed Fisher, became the proud daddy of a third little Fisher, the second boy of the family, and grandpop

Fisher, Pennsylvania State Board of Censors, is wearing a big smile, quite pleased about the whole thing.

Al Reith, projectionist, Keith's Memorial, Boston, Mass., visited the IATSE headquarters while passing through town on his way from Miami, Fla., and chatted with Harry J. Abbott and other union officials.

Circuits Stanley-Warner

The office was shocked to hear of the accidental death by gas of Eve Dracup's parents. They had been living in St. Petersburg, Fla., since their retirement a few years back. She is a well-liked member of the tabulating department.

Condolences to Art Piper, contact manager, on the loss of his mother. . . . J. Ellis Shipman left last week for a vacation in Florida.

Bernie Finch, The Bulletin amusement solicitor, has been called back to the service. He's an ex-marine. . . . Angelo D'Alesandro, publicity department, celebrates another birthday this week.

District of Columbia Washington

Al Sherman, general manager, Georgetown, Washington, D. C., and public relations consultant, spoke before the speech and drama class of George Washington University on "The Problems of Art Cinema Management."

Spencer Tracy, Joan Bennett, and Elizabeth Taylor arrived to open the National Red Cross drive by doing a special broadcast on "Father of the Bride" on the "Theatre Guild of the Air" program aired on the NBC network. The trio were accompanied by Les Peterson, head, MGM's radio activities at the Culver City studio.

Sidney Lust last fortnight hosted a dinner in honor of Robert B. Smeltzer,



Pictured in Washington, D. C., as Morton Gerber, Chief Barker, Variety Club, Tent 11, recently presented a check for \$2,500 to Major Robert Barrett, chief, metropolitan police, to aid the Metropolitan Boys Club, are, from left, front: Gerber, Earl L. Best, Jr., a member of one of the boys' clubs, and Barrett. At rear are Captain Covell, Lieutenant Bentswanger, Dr. Joseph L. Murray, Police Boys Club president; Frank M. Boucher, Variety Club ways and means committee; Wash Williams, Boys Club fund drive, and Jerry Adams, ways and means committee.

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Shown in Washington, D. C., discussing the forthcoming premiere of Republic's "The Fighting Coast Guard" at the Warner are George Crouch, Warner zone manager; Frank LeFalce, director of advertising and publicity for Warner Theatres, Washington; Republic branch manager Jake Flax, and James R. Grainger, Republic executive vice president in charge of sales and distribution.

Warners, on the occasion of his 35th year in the industry. He was gifted with a crystal bowl, A. Julian Brylawski making the presentation.

MGM—Dorothy Small, who does contract work, is recovering from a virus infection of the spine. . . . Betty Carter, biller, is back after having a battle with a cold. . . . Mary Suxnabick is the new assistant in the southern division office. . . . Paul Wall, assistant branch manager, returned after being ill.

20TH-FOX—David Rosenthal, formerly with ELC, is now a salesman here. . . . February 22 was the birthday of Doris Curran. . . . The two O'Leary children, Maureen and John, Jr., auditioned for the Paul Whiteman show.

RKO—Agnes Turner had a birthday on Feb. 20, and the office celebrated with morning coffee and cake. . . . Seymore Poe, a representative from Sol Lesser, spent a day in the office. . . . Hugh MacKenzie, publicity representative, was also in. . . . Joe Kushner is back after being ill, and the office was hoping that Herbie Doherty would follow Kushner's example, and return minus his cold.

MONOGRAM—Al Wheeler is the new office manager-booker, and Lois Holt is a new biller.



John G. Broumas, left, Roth Circuit general manager; Charles Lipton, center, 20th-Fox field representative, and Meyer Keilsohn, Roth district manager, are pictured in Washington, D. C., as they recently met to plan the Roth Circuit's campaign for 20th-Fox's "The Mudlark."

Nat. Allied Chiefs At Phila. Meeting

PHILADELPHIA — Trueman T. Rembusch, president, National Allied; head of Allied of Indiana, and chairman, Allied's national television committee, gave a technical explanation of television and its future effect on theatres as a feature of the 13th annual membership meeting and luncheon of Allied Independent Theatre Owners of Eastern Pennsylvania, Inc., last week.

Rembusch said that Allied's TV committee's plan was to get channels allocated in ultra high frequencies for theatre TV from the Federal Communications Commission before these are gobbled up by other interests. He said that RCA patents were a stumbling block, that ridiculously high prices were being asked, and indicated that any and all large scale theatre TV including color TV, was a matter of several years away. He indicated exhibitors should

UNITED ARTISTS—Lois Dean, office manager's secretary, is going to New York to make her new home. . . . Lillie Rabe has just started taking over the duties of the branch manager's secretary.

REPUBLIC—Three gals were home complaining about the weather that gave them colds; Claire Cunningham, Jeanette Adams, and Benita Meek. . . . Gladys Jackson came avisting. She was a former Republic employee.

KAY—Mr. C. Joseph De Mayo and his wife celebrated their 25th wedding anniversary. Among those present were Mr. and Mrs. Carl Argent, Mr. and Mrs. F. P. Di Blasi, Sr., Mr. and Mrs. F. P. Di Blasi, Jr., Mr. and Mrs. Arthur Jacobson, Mr. and Mrs. George Nathan, Mr. and Mrs. Joseph Wells, Mr. and Mrs. Leslie Williams, and Mr. and Mrs. Clement T. De Mayo.

WARNERS—Mrs. Elaine Farmer is the new booker steno. . . . Catherine Davis had a birthday on Feb. 23.

THEATRE ADVERTISING—Ben Siegel made a trip to Norfolk, Va. . . . Mrs. Louise Lewis' girl Friday around the office has been home sick.

SANDY—Sylvester Sandy was in Charlotte, and Fred Sandy returned from a very successful trip to New York.

VALLEY ENTERPRISES—Sam Roth is taking a much needed vacation in Florida with his family.

Hardie Meakin, Keith's, after a seige in the hospital, is back in the swing of things.

Maryland Baltimore

J. L. Schanberger, Keith's, arranged for the personal appearance at two performances on the opening day of "Bed-time for Bonzo," of Diana Lynn, Jesse White, and Bonzo. In addition, Bonzo was taken to the University of Baltimore, where he came through a series of psychological tests with flying colors.

(Continued on next page)

have no fear of Zenith's Phonevision or Skiatron or several theatre TV systems being tried on temporary permits by larger circuits in larger cities. He stated that television stations were today operating in the red, and said he did not know how long they could keep up their very expensive experimentations, etc. He ruled out use of coaxial cable as entirely too expensive, and indicated that when the FCC takes off the freeze on "very high frequencies," there will be theatre TV, and not before, and it is to protect itself against such time that the Allied television committee is on guard.

Abram F. Meyers, general counsel, National Allied, gave the 115 theatre-men, representing some 350 theatres, a message of courage, and pointed to the fact that all of the ills of the business today can not be traced to television. Rather, he said, that while business is failing while all other businesses are flourishing might be traced to installment selling, mortgages on homes, car carrying charges, etc., all cutting into boxoffice receipts. He indicated that the saturation point in these things had about been reached, and indicated that wartime economy was always okeh for the industry. Myers also stated the wave of adverse publicity the motion picture has received in books, in newspapers, on television, etc., had also hurt considerably. He said motion picture critics should realize they have a service to their readers and to the industry, and said exhibitors had to fight the current fad of panning pictures.

Myers said he noted an improvement in the quality of product recently, and that The Wall Street Journal carried an article on the industry's upturn. He also said that he had received reports of a waning interest in TV in heavily saturated TV territories. He concluded with a plea for a revival of effort and showmanship, promotional operations, etc., to revive public interest, and get the people back into theatres.

Introduced by Sidney Samuelson, general manager, were Al Myrick, president, Allied of Iowa and Nebraska, and Charles Niles, treasurer, National Allied.

A film clinic, including Caravan Reports, followed, and the board of governors met at the close of the session.

The morning meeting featured annual reports and an election to the board of governors.

Named from Philadelphia for a three-year term were Ben Fertel, Milton Rogasner, and Morris Wax; from upstate Pennsylvania, Jack Greenberg and Larry Woodin, and for alternate governors for one-year terms, Alfred J. Davis, Ardmore, Pa.; Max M. Korr, Allentown, Pa.; Mark Rubinsky, Harrisburg, Pa.; Lester J. Stallman, Reading, Pa.; Thomas P. Thomas, Taylor, Pa., and Thomas Lazarick and David Moliver, Philadelphia.

The board of governors approved all actions of National Allied except COMPO, on which Eastern Allied resolved to maintain its original position of the Oct. 17, 1950 resolution. It was decided that no action be taken one way or the other in connection with the independent poster companies vs National Screen Service suit until the next meeting on March 13.

Baltimore

(Continued from preceding page)

Miss Lynn, White, and Bonzo were guests at the Variety Club rooms.

William G. Myers, Chief Barker, Variety Club, Tent 19, has sent out a form letter to all members announcing that the Department of Motor Vehicles will issue new automobile tags this year, and will again reserve a series of numbers for Variety members, 110-001 to 110-099. Applications must be in the Variety Club office on or before March 3, with check for full amount of fees. The Variety Club will secure license plates, and see that they are delivered to all who have applied.

The Baltimore Sunday Sun and Sunday American increased prices from 10 cents to 15 cents for regular delivery on Sunday. Early price will be 20 cents from dealers and street vendors.

The Maryland is to be torn down. It was in this house that the greatest names in vaudeville were seen.

Tent 19, Variety Club, announced the appointment of the following committees to carry on their work for the ensuing year. Chairmen are: Fred Sapperstein, house; Joseph C. Grant, welfare; Sam Tabor, resident membership; Lauritz G. Garman, associate membership; Joseph Walderman, publicity; Aaron Seidler, special programs; Mark N. Silver and Mike Rendelman, entertainment; Walderman, Christmas party; Aaron Seidler and Fred Sapperstein, oyster roast; Rodney H. Collier and Jack Pollack, annual dinner dance; Rodney Collier, football game; Sam. Tabor, New Year's Eve party; Sam Tabor and O. D. "Nick" Weems, Camp Ritchie.

Leonardtwn

The St. Mary's played a return engagement of Hallmark's "The Prince of Peace," and made arrangements whereby the student bodies of Great Mills High School and Margaret Brent High School might attend showings. . . . George Morgan Knight, Jr., EXHIBITOR area correspondent, has been appointed a roving reporter with a column in The Southern Maryland Times, published weekly in Annapolis, Md. . . . At Lexington Park, Md., the Park, under supervision of

assistant manager T. L. Harrison, Jr., is again featuring the weekly birthday club on Saturday afternoons. . . . Park manager Ray Trumbule is now sporting his new car. . . . May Hall, Park, is one of the runner-up candidates for the "Miss Patuxent" title to be held in connection with the Naval Relief bazaar.

North East

Sheriff Nathan Kaplan, Cecil County, reported that he and State Police Corporal Arthur Rudy had arrested Joseph Brown, identified by the sheriff as a soldier stationed at Fort Bragg, N. C., on charges of breaking and entering, and stealing \$421 from the projection room of the North East, North East. Sheriff Kaplan said that \$310 had been recovered from Brown, who was held for trial at the March term of court in Elkton, Md.

New Jersey Florence

The Florence will reopen next month, according to an announcement by H. Westler.

Ocean City

Columbus Stamper, well known representative of Freihofer theatre interests in Philadelphia, Pa., suffered fractures of the hip, wrist, and left ankle when he was among seven persons injured in a head-on midnight collision on the Somers Point-Longport road. In the car driven by Stamper were Mrs. William Freihofer, Ventnor, N. J., widow of one of the founders of the Freihofer Baking Company, who suffered possible fractures of the skull, hip and knee. Three other occupants of the same car were also hurt, including Stamper's wife, Grace.

Pennsylvania Harrisburg

The Sam Gilmans. Loew's, celebrated their 16th wedding anniversary on Valentine Day. . . . Linda Kay Todorov, charming little daughter of the Spike Todorovs, State, made the first page of The Evening News on Valentine's Day pictured giving her little boy friend a hug and a kiss. . . . Mrs. Samuel Goldstein, Paxtang, Paxtang, was robbed by a thief who broke into the Goldstein's



Ethel "Pug" Wells, American Airlines hostess who inspired MGM's "Three Guys Named Mike," recently visited MGM's Washington, D. C. branch, and, before continuing her tour for the picture, posed for this shot showing branch personnel, and, seated, Frank Brunton, American Airlines; Mrs. Vivian Kelly, contract department head; Jack Fruchtman, manager, St. Mary's, Leonardtown, Md.; Tommy Mudd, Lust Circuit buyer and booker; Miss Wells, Harry Bachman, Circle, Washington; Mrs. Grace Stein, billing department, and sales manager Paul Wall. Miss Wells impressed them all.

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car in front of the U-I exchange, Philadelphia. Also stolen was a highly prized razor of Goldstein's. . . . William Whyte, manager, Star, was called to Washington suddenly to care for his mother-in-law, Mrs. Frances Drielak, Long Island, who injured herself while returning from Florida.

Marcus Hook

Harry Dembow's Congress has been recently using in theatre programs, several lines borrowed from MGM advertising, and believes it adds a needed punch. Sample copy reads: "Don't let anybody kid you that there's any form of entertainment to equal the stars, the glamour, the fun, the spectacle of the big motion picture screen. And the Congress leads this entire territory with the latest type all-plastic screen that measures 24 feet in width."

Middletown

The Majestic, sold by Mrs. Ivy L. Palmer to a stationery firm, will be converted into a store.

Virginia Richmond

Highlights of the campaign staged by George Peters, manager, Loew's; Tom Baldrige, MGM, and John R. Snyder, American Airlines, on the visit of Ethel "Pug" Wells had her being met at the airport by "Three Guys Named Mike," and delivering the print of the film to Peters, a press and radio reception for "Pug" at the Hotel John Marshall, appearances on radio programs, and receiving the key to the city from Mayor Parker, honor guest at a luncheon and fashion show at Thalhimers' department store, etc.

The Virginia Beach Town Council voted to impose a one-cent tax for each 20 cents spent in amusement admissions. . . . Ben Somma postcarded from Florida that he was having a wonderful time. His wife and sister-in-law were with him. . . . James Cofer is substituting for "Slim" Deyerle, Henrico. . . . Congratulations go to Faye Long, daughter of the Westhampton projectionist, Abner Long, who graduated from Thomas Jefferson High School. Her parents gave her a watch. . . . Charles Bergin Smith worked in the State booth during the illness of



Susan Cabot, seated, right, and Alex Nicol, featured in U-I's "Tomahawk," during their recent tour of sub-key situations to promote the openings, are welcomed to Reading, Pa., by a group of teen agers headed by Peggy Stallman, daughter of Lester Stallman, manager, Astor, seated next to U-I star, Nicol.

Charlie Smith. . . . The wife of Wade Pearson presented him with a Valentine in the person of a seven-and-one-half pound baby girl.

Bob Eagan, National manager, has been having a few alterations made to his marquee and rest rooms. . . . Frank Miles, former member, National staff, now living in San Francisco, is the proud daddy of a baby boy born on Feb. 5. . . . Thomas Walsh, formerly connected with the West Point Drive-In, is now on the staff of the State. . . . Charlie Hulbert, Colonial manager, has been confined to Grace Hospital. . . . Al Chrismer resigned as manager, Broadway, Hopewell. . . . Gordon Culley is back at the State, after temporarily acting as manager of the Brookland for seven weeks.

Mrs. Ethel Pulliam, wife, Sam Pulliam, Grand manager, was in Medical College Hospital. . . . Recent visitors to the home office of Neighborhood Theatre, Inc., included: Al Benson, Paramount, and Milton Lipsner, Monogram. . . . Ethel "Pug" Wells, the American Air Lines stewardess, spent a week end here, and got thousands of folks interested in MGM's "Three Guys Named Mike."

The Bellwood Drive-In, which reopens on March 9, will be operated this year by Neighborhood Theatre, Inc., in partnership with Fabian Theatres. Al Bernstein will again be manager.

Shenandoah Valley, Inc., will spend half of its advertising budget for 1951 on a professionally-produced picture of scenic, historic, and travel interest in its 15-county area in Virginia and West Virginia. The group's executive committee named a committee to work on the project consisting of James N. Hunter, Jr., Natural Bridge; Robert Harnsberger, Luray, and Edward Purcell, III, Harrisonburg. In color and with a sound commentary, the picture will run approximately 25 minutes, and 15 prints will be made. The Virginia Conservation and Development Commission will co-operate in producing the picture, and will serve as a principal channel of distribution for free showings.

Robert Carr is the new manager, Broadway, Hopewell. He was formerly assistant manager, Beacon. Fred Daniels is the new assistant manager, Beacon. . . . Gilmer Hall, manager, Lafayette, Charlottesville, received his orders to report to the air corps. . . . John Kase, Charlottesville city manager, Neighborhood Theatre, Inc., is the proud daddy of a baby girl, born on Feb. 12. . . . Frank Morgan, manager, Venus and Ponton, is also passing out cigars. The new addition to his family, a baby boy, arrived in Danville on Feb. 13. . . . Frances Finch returned from her furlough out west, and resumed as manager, Hilton Village. Leroy Tanner, who managed, will be assigned another theatre. . . . Arthur Burton has rejoined the Byrd staff after an illness of five weeks.

—S. T.

Variety Clubs

Tent 11, Washington

Over 200 Washingtonians attended the Variety Club's Brotherhood Valen-

TRADE SCREENINGS

PHILADELPHIA

RKO (250 North 13th), Mar. 13, 2:30, "Tarzan's Peril" (Lex Barker, Virginia Huston).

MGM (1220 Summer) March 9, 11, "Across The Wide Missouri" (Clark Gable, Maria Elena Marques, John Hodiak, Ricardo Montalban, Adolphe Menjou) (Technicolor); 14, 11, "The M-G-M Story."

WB (230 North 13th) March 5, 2:30, "Only The Valiant" (Gregory Peck, Terry Kilburn, Jeff Corey); 12, 2:30, "Lullaby of Broadway" (June Haver, Gene Nelson) (Technicolor).

tine luncheon at the National Press Club. Guest speaker was U. S. Supreme Court Justice Tom Clark, introduced by Attorney General J. Howard McGrath. The committee for this affair was headed by general chairman Herman Lowe, assisted by Gerald Wagner, Jack Foxe, and Charles Hurley, ticket committee; Al Sherman, publicity committee; Charles Hurley, seating committee; and the women's committee, which handled the Valentine portion of the celebration. Entertainment and favors were part of the program. Prominent among those present were Father Gilbert V. Hartke, Rabbi Norman Gerstenfeld, and Dr. Charles W. Lowry, chaplains; Mrs. Frank A. Linzel, National Conference of Christians and Jews; Morton Gerber, Chief Barker; A. J. Brylawski, president, Motion Picture Theatre Owners of D. C., and exhibitor chairman "Brotherhood Week." Among the organizations and theatre groups which reserved tables were: Republic, Motion Picture Association, Sidney Lust Theatres, Roth Enterprises, Warner Theatres, Kaufman Press, District Theatres, 20th Century-Fox, National Screen Service, Paramount, Loew's Theatres, K-B Theatres, Lopert, Warner, Eagle Lion Classics, Metro, RKO, and IATSE, Local 224. Press representatives were guests of the Motion Picture Theatre Owners.

Tent 13, Philadelphia

"I'd Climb The Highest Mountain" was screened through the courtesy of 20th-Fox.

A general membership meeting preceded by a buffet dinner will be held in the clubrooms on March 5.



Manager Elmer Pickard recently promoted this window display as part of his campaign for Columbia's "Born Yesterday" at the S-W Boyd, Philadelphia.

COLUMBIA

Fury Of The Congo

ADVENTURE DRAMA
69M.

ESTIMATE: Routine series entry for duallers.

CAST: Johnny Weissmuller, Sherry Moreland, William Henry, Lyle Talbot, Joel Friedkin, George Eldredge, Rusty Wescoatt, Paul Marion. Produced by Sam Katzman; directed by William Berke.

STORY: Johnny "Jungle Jim" Weissmuller, saves William Henry from a plane crash, and agrees to help him find a missing professor, Joe Friedkin. Henry is really the head of a gang of smugglers who have Friedkin prisoner, and are forcing him to remove a gland secretion from a strange animal called the Okongo. The secretion becomes a valuable narcotic. In order to capture the Okongos, the gang also kidnapped all the men who worship the animal. When Weissmuller and Henry reach the village, and find only women, Sherry Moreland explains what happened, and joins them in the search. Moreland discovers Henry's true identity, and runs off for help. Weissmuller is captured, and Henry forces him to track down the herd of Okongos. When the animals are spotted, Weissmuller causes them to stampede, and he and the natives attack the smugglers. Moreland arrives with the rest of the women carrying arms, and the gang is captured. Henry is killed.

X-RAY: A standard series entry, this should satisfy regular fans. There are some good shots of jungle animals that help sustain interest. This will be okeh for the lower half. Screen play was written by Carroll Young.

TIP ON BIDDING: Lowest bracket.

AD LINES: "What Was The Mystery Of The Village Of Women?"; "Why Did They Dare Hunt The Sacred Animal Of The Okongos?"; "'Jungle Jim' Faces New Danger."

EAGLE LION CLASSICS

Skipalong Rosenbloom

NOVELTY
WESTERN
72½M.

ESTIMATE: Novelty has plenty of selling angles.

CAST: "Slapsie" Maxie Rosenbloom, Max Baer, Jackie Coogan, Fuzzy Knight, Hillary Brook, Jacqueline Fontaine, Raymond Hatton, Ray Walker, Sam Lee, Al Shaw, Joe Greene, Dewey Robinson, Whitey Haupt, Carl Mathews, Artie Ortego. Produced by Wally Kline; directed by Sam Newfield.

STORY: Television announcer Ray Walker introduces another western to his audience, featuring fearless "Skipalong" Maxie Rosenbloom. Buttonhole Bend is terrorized by outlaw "Butcher" Max Baer and his gang, who have killed every sheriff. Baer makes his headquarters in a saloon owned by Hillary Brook, brains of the gang. Raymond Hatton has lost much money to Brook in crooked gambling, and she threatens to take over his property, which is supposed to contain a gold mine. Hatton sends for his nephew, Rosenbloom, to help. The outlaws try to kill him with no success. Rosenbloom meets local school teacher Jacqueline Fontaine, and falls in love. Jackie Coogan offers to help Rosenbloom and Hatton, and they locate a map spotting the treasure stolen by Baer. Rosenbloom is named sheriff to recover it, and take care of Baer. Baer is jailed, and Rosenbloom sets out to find the gold, trailed by the townspeople. Baer is released and he and his gang capture Ros-

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enbloom, and take him to their hideout, the mine site, and leave him to be blown to bits. The plan backfires, and Baer and company are exterminated while the loot is showered on the townspeople. When Rosenbloom offers to marry Fontaine, she tells him that she and Coogan were recently married, and Rosenbloom rides off into the sunset.

X-RAY: The sort of film that will land in the duallers except in spots where trick selling and exploitation can make it stand on its own, this starts off at a cute pitch but slows down along the way. However, there should be laughs in it for some audiences. The cast is adequate as are the gags, story, and direction, and it should fit into the duallers in most situations. Song heard: "Put Away Your Books, You're A Big Boy Now." The screen play is by Dean Riesner and Eddie Forman, with the original story by the latter.

AD LINES: "Skipalong Rosenbloom Rides The Western Trail To Adventure"; "Romance, Fisticuffs, And Gunplay Greet 'Skipalong Rosenbloom' As He Goes After An Outlaw Gang"; "He Was A Square Shooter, And He Even Used Square Guns."

MGM

Father's Little Dividend (124)

COMEDY
81M.

ESTIMATE: Good comedy.

CAST: Spencer Tracy, Joan Bennett, Elizabeth Taylor, Don Taylor, Billie Burke, Moroni Olsen, Richard Rober, Marietta Canty, Rusty Tamblyn, Tom Irish, Hayden Rorke, Paul Harvey. Produced by Pandro S. Berman; directed by Vincente Minnelli.

STORY: With daughter Elizabeth Taylor married to Don Taylor, Spencer Tracy, father of Tom Irish and Rusty Tamblyn feels that he can now enjoy an easier life with wife Joan Bennett, but at a family gathering attended also by Don Taylor's father, Moroni Olsen, and mother, Billie Burke, Elizabeth Taylor reveals that she is going to have a baby. The problems that arise when the couple decide they will live in their own home and want to name the new baby are complicated when they have a tiff, which Tracy straightens out. Finally, after a false alarm, a grandson is born, but he cries when Tracy looks at him. Six months later, the offspring is left in the care of Tracy and Bennett, and although Tracy forgets about it long enough, while out with the child in the park, to officiate at a kids' soccer game, and the police take the baby in tow, everything is straightened out. At the christening, Tracy

learns that the baby is going to be named after him, and not after Olsen.

X-RAY: A sequel to the highly successful "Father Of The Bride," this offers the same characters and pattern, and even if it doesn't score as mightily as does its predecessor, it is still a good piece of merchandise that will prove attractive at the boxoffice. While the situations aren't too original, the star players perform their chores to perfection, and audiences should get a lot of fun out of it. It is Tracy's picture, but he has plenty of assistance from the others, with the baby also an asset. In short, this is a case of cashing in on "Father," and the results should be most satisfactory. The screen play is by Albert Hackett and Frances Goodrich, based on characters created by Edward Streeter.

TIP ON BIDDING: Higher bracket.

AD LINES: "Think 'Father Of The Bride' Was Funny . . . Wait Until You See 'Father's Little Dividend'"; "Here's Poor Father Again . . . And What A Dividend"; "Spencer Tracy . . . Joan Bennett . . . Elizabeth Taylor . . . Don Taylor . . . In That Show You've Waited For."

Teresa

DRAMA
102M.

(Partly filmed in Italy)

ESTIMATE: Sensitive, interesting drama, should have most appeal for class spots.

CAST: Pier Angeli, John Ericson, Patricia Collinge, Richard Bishop, Peggy Ann Garner, Ralph Meeker, Bill Mauldin, Ave Ninchi, Edward Binns, Rod Steiger, Aldo Silvani, Tommy Lewis, Franco Interlenghi, Edith Atwater, Lewis Cianelli, William King, Richard McNamara. Produced by Arthur M. Loew; directed by Fred Zinneman.

STORY: John Ericson, a veteran who finds it hard adjusting himself and emotionally upset, seeks guidance from a Veterans Administration aide. He recalls being sent to the Italian front and being saved from a shelling by the quick thinking of sergeant Ralph Meeker. Awaiting move-up orders, Ericson becomes friendly with Pier Angeli. Ordered to patrol, Ericson becomes panic stricken when Meeker isn't at his side, and collapses. Returning from the hospital, he learns that Meeker was killed, and sees Angeli again. They get married. After a brief honeymoon, he leaves her and assures her that the army would get her to him in the states. He returns home to the crowded tenement in New York already occupied by his sister, Peggy Ann Garner; his meek, ineffectual father, Richard Bishop, and his possessive, jealous mother, Patricia Collinge. The latter's attitude causes him to keep his marriage a secret until she learns of it accidentally. Ericson is frightened by the

result. When Angeli arrives, she waits for him to assert himself but Collinge refuses to let him believe in himself. One day Angeli tells him she is to have a baby, and that they must strike out for themselves but, afraid, he lets her go into the night alone. The VA helps him see his family in a true light. He leaves home and Collinge, gets a job, and is at Angeli's side when she has her child. When she is ready, he takes her home to an apartment of their own.

X-RAY: Filmed partially in Italy, this has an air of authenticity about it which aids in getting its story across. The romance angle will particularly please the feminine portion while others may seek satisfaction in the battle scenes or in the tense dramatic moments. The story is interesting, and attention is kept on high throughout, although choppy editing detracts somewhat. Direction, production, and characterizations are good with unknown Ericson and Angeli good in the leads. However, it is obvious that the film will need selling and some elbow grease. The screen play is by Stewart Stern, from an original story by Alfred Hayes and Stern.

TIP ON BIDDING: Program price.

AD LINES: "When Mother And Wife Tangle For The Affections Of One Man, Who Is The Loser?"; "There Was A Magic About 'Teresa' That He Found Intoxicating"; "They Romanced And Wed In Italy, And Faced Reality In America."

RKO

Payment On Demand

DRAMA
89M.

ESTIMATE: Good women's show.

CAST: Bette Davis, Barry Sullivan, Jane Cowl, Kent Taylor, Betty Lynn, John Sutton, Frances Dee, Peggie Castle, Otto Kruger, Walter Sande, Brett King, Richard Anderson, Natalie Schafer, Katherine Emery, Lisa Golm. Produced by John H. Skirball; directed by Curtis Bernhardt.

STORY: Wealthy, ambitious Bette Davis is shocked when her steel tycoon husband, Barry Sullivan, asks for a divorce. Sullivan's charge that she has killed their love by her emphasis on materialism and social climbing causes Davis to think back. She remembers when she and Sullivan, a struggling young lawyer, were married, and how she took the client who was to eventually make Sullivan the vice-president of his steel corporation, away from Sullivan's partner, Kent Taylor. She thinks back to the time she wangled an invitation to socialite Jane Cowl's home in hopes of making contacts and all the other things she did to climb the ladder of success, which led to Sullivan's walking out. Davis goes to lawyer Otto Kruger to arrange for the divorce. During the property settlement talks Davis threatens to smear an innocent girl's reputation unless Sullivan agrees to give her everything. Sullivan submits but is heart broken when his youngest daughter, Betty Lynn, very much like him, decides to stay with her mother. Davis goes on a cruise. After a visit with long-time divorced Jane Cowl, and an unsatisfactory shipboard flirtation with John Sutton, she flies home in answer to a cable saying that Lynn is getting married. Davis learns that Sullivan is back with his old partner Taylor. After the wedding party, Davis breaks down, and tells Sullivan she would like him back, but although he wants to take her back at once she feels he should give the matter more thought.

X-RAY: An adult story, maintaining a high level of interest throughout, this should be a good grosser for it is the sort of thing that Davis does so well, and a film

that women usually flock to. Coming after her success in "All About Eve," the picture should benefit from the latter, and the production values, acting, etc., all add up to a glossy drama that offers many selling angles. The screen play was written by Bruce Manning and Curtis Bernhardt.

TIP ON BIDDING: Good program price.

AD LINES: "Bette Davis In Her Greatest Dramatic Role"; "A Story That Every Woman Will Understand"; "Can Success Be A Substitute For Love?"

REPUBLIC

Belle Le Grand (5006)

MELODRAMA
91M.

ESTIMATE: Names should help interesting melodrama.

CAST: Vera Ralston, John Carroll, William Ching, Hope Emerson, Grant Withers, Stephen Chase, John Qualen, Henry Morgan, Charles Cane, Thurston Hall, Marietta Canty, Glen Vernon, Muriel Lawrence. Directed by Allan Dwan.

STORY: Vera Ralston spends five years in prison as an accessory to a murder committed by her river-boat gambler husband, Stephen Chase. When she is released, she finds her parents dead, her southern home gone, and her sister, Muriel Lawrence, in an orphanage. Ralston goes west, and buys a block of shares in a silver mine owned by John Carroll, John Qualen, and William Ching. By stock manipulations, Carroll bests his enemy, Chase, and makes a huge profit. So does Ralston, who turns to gambling, opening up on San Francisco's Barbary Coast. Lawrence becomes a singer, and goes west on tour. Chase, aided by his henchman, Grant Withers, plots to even things with Carroll by having a hireling set fire to his mine. Chase becomes interested in Lawrence, as does Carroll. Lawrence is unaware that Ralston is her sister while Chase has kept away from Ralston, his wife. Ralston warns Chase to stay away from Lawrence but she can't order Carroll around. Carroll takes Lawrence to Virginia City for another concert, puts her up at the ornate "mansion" of Qualen and his wife, Hope Emerson. Chase makes trouble for Carroll, putting him in a position where he faces financial ruin, and his life is endangered by a mob. Ralston postpones her plans for helping Carroll, whom she loves, although she does launch Lawrence on a concert tour without her ever discovering her true identity. Ralston relents, goes to Carroll's defense, shoots Chase in self defense, and saves Carroll from a lynching. Carroll realizes Ralston is his kind of woman.

X-RAY: Given good production and able direction by Allan Dwan, this Peter B. Kyne story, adapted for the screen by D. D. Beauchamp, emerges as an interesting period piece in the lush era immediately following the Civil War. Performances are adequate with that of Emerson better than average. Lawrence proves herself quite a singer, and songs heard include "Drink To Me Only With Thine Eyes", "The Last Rose Of Summer", "Chacun Le Sait", and "Voci Di Primavera." There is considerable suspense during some scenes but there is a minimum of action in long stretches.

AD LINES: "Lady By Birth—Gambler By Choice!"; "'Belle Le Grand'—As Deadly As Loaded Dice, As Exciting As The Spin Of The Wheel"; "Queen Of Old San Francisco."

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U-International

Air Cadet

ACTION DRAMA
94M.

ESTIMATE: Good action drama has plenty of selling angles.

CAST: Stephen McNally, Gail Russell, Alex Nicol, Richard Long, Charles Drake, Robert Arthur, Rock Hudson, Peggie Castle, James Best, Parley Baer. Produced by Aaron Rosenberg; directed by Joseph Peveny.

STORY: Becoming fast friends at pre-flight training school, Alex Nicol, Robert Arthur, and Richard Long go to jet fighter school together. Long wishes to be a pilot so that he can follow in the footsteps of his brother, a flier in World War II, and who committed suicide when his commanding officer called him a coward. Nicol and Arthur both set their caps for Peggie Castle, while Long is attracted to Gail Russell, who is the estranged wife of hard boiled chief flying instructor Stephen McNally. McNally is especially hard on Long, and he cracks up a plane. Certain that he will be washed out, Long visits Russell, who tells him that McNally was his brother's commanding officer. McNally takes Long, Arthur, and Nicol, and forms a trick flying jet unit. When this fails to break Long, McNally takes him up alone, and attempts to do it. McNally loses his oxygen mask, and Long crash-lands the plane. Waiting to be rescued, the two men talk out their problem. McNally goes back to Russell, and Long completes the flying course, and asks McNally to pin his wings on at the graduation exercises.

X-RAY: A topical story, good performances, and some ace flying scenes make this an offering that can be sold to the limit. Although some of the flying sequences are a little lengthy, the shots of the trick acrojet team are really thrilling. A light love story helps give this appeal for the women as well as the men. The screen play is by Robert L. Richards from a story by Richards and Robert Soderberg.

TIP ON BIDDING: Good program price.

AD LINES: "The Most Thrilling Flying Scenes Ever Put On Film"; "Two Men Who Loved The Same Woman Alone In A 500-Mile-An-Hour Jet"; "The Story Of Jets And The Men That Fly Them."

WARNERS

Lightning Strikes Twice (019)

MYSTERY
DRAMA
92M.

ESTIMATE: Good suspense show.

CAST: Richard Todd, Ruth Roman, Mercedes McCambridge, Zachary Scott, Frank Conroy, Kathryn Givney, Rhys Williams, Darryl Hickman, Nacho Galindo. Produced by Henry Blanke; directed by King Vidor.

STORY: Richard Todd, rancher, in the death house awaiting execution, is granted a new trial for the murder of his wife. The jury can't agree and he is freed. Despised in his community, he hides out from everyone. Actress Ruth Roman, ordered west for a rest, makes a reservation at a dude ranch operated by Mercedes McCambridge and her crippled brother, Darryl Hickman. Ranch owner Kathryn Givney, friend of Todd, lends Roman her car to make the trip to the ranch. Caught in a storm, Roman is forced to take shelter, meets Todd, and is attracted to him. He asks that she keep their meeting a secret. McCambridge permits Roman to stay at her place when she arrives. McCambridge, in love with Todd, was the one who hung the jury. Later, Roman meets Todd, and

informs him that she would like to get to the bottom of the case but he tells her to let matters alone. She decides to return east, and leaves McCambridge, but Givney persuades her to remain as her guest. Then Zachary Scott, playboy rancher, becomes romantic. Another secret meeting with Todd results in Todd and Roman getting married. At the wedding supper, McCambridge berates Todd and informs them that she was present the night of the killing. Later, Roman becomes hysterical, and runs off to get the truth from McCambridge, who confesses that she saw Todd's former wife having an affair with Scott, and that she killed her. McCambridge attempts to kill Roman but Todd arrives with Scott. McCambridge and Hickman flee, and their car goes over a cliff. McCambridge then clears Todd, and dies.

X-RAY: With ace performances, good pace, and an absorbing story, this has the angles for the merchandising, a crisp, suspenseful film in the better dramatic class. The yarn is well-plotted and capably executed, and the show fills the requirements for adult audiences. While the cast lacks top star lustre, the players combine to make this a film that can be sold to the hilt. Margaret Echard wrote the novel.

TIP ON BIDDING: Good program price.

AD LINES: "Women Love And Hate Violently"; "Why Did He Refuse To Discuss The Murder Of His First Wife With His Second?"; "A Suspense-Filled Thriller."

Raton Pass

WESTERN MELODRAMA
84m.

ESTIMATE: Names will make the difference.

CAST: Dennis Morgan, Patricia Neal, Steve Cochran, Scott Forbes, Dorothy Hart, Basil Ruysdael, Louis J. Heydt, Roland Winters, James Burke, Elvira Curci, Carlos Conde, John Crawford, Rudolpho Hoyos, Jr. Produced by Saul Elkins; directed by Edwin L. Marin.

STORY: Newcomer Patricia Neal makes a play for Dennis Morgan, son of Basil Ruysdael, richest rancher in the territory. The two marry, and Ruysdael gives them the ranch as a present. Power-hungry Neal attempts to run the ranch but Morgan doesn't allow it. While Morgan is away, she gets wealthy visitor Scott Forbes to fall in love with her, and to put up the money to buy Morgan out. Morgan agrees to sell, but intends to get his revenge by ruining the ranch; and then buying it back. To get the men for his plans, Morgan teams up with former arch enemy Louis J. Heydt, and with the aid of Heydt's niece, Dorothy Hart, who loves Morgan. Neal hires gunman Steve Cochran and his crew to fight off Morgan. When Cochran forces the sheriff to jail Heydt, Morgan comes to get him out, and Cochran shoots them both. Morgan and Heydt's men bring back Heydt's body and the wounded Morgan but Hart gets Ruysdael, and the two of them unite the ranchers to ride on Neal's ranch. Ruysdael is killed, and Cochran is shot. His men surrender when they see him shot, and the wounded Cochran accidentally kills Neal. Cochran is killed, and Morgan has the ranch back.

X-RAY: With a promising beginning and an action-packed ending, for the most part however, this will depend on the stars' values. Acting, direction, and production are okeh, and there is enough shooting to satisfy open air followers, but how this will fare in a glutted western market will be determined by the stars' pull.

TIP ON BIDDING: Fair program price.

AD LINES: "He Gave Up An Empire For A Woman's Embrace"; "Thrilling Saga Of The Days When A Western Empire Could Be Won By A Bullet Or A Woman's Smile"; "Dennis Morgan And Patricia Neal In Their Finest Roles."

The Shorts Parade

TWO REEL

Comedy

THE CHAMP'S A CHUMP. Columbia—Comedy Favorites Re-releases. 17m. When first reviewed in EXHIBITOR in July, 1936, it was said: "Louis Prima appears in one sequence as leader and soloist of his orchestra at a college party. The rest is about Guinn Williams' efforts to beat the college champ at boxing. Lacking fundamental gags, this is pretty weak, and depends on the laughs raw slapstick can bring. BAD." (3434).

CHINATOWN CHAMP. RKO—Leon Errol Comedies. 16m. In order to get out to a poker game, Errol tells his wife he has some business with a Chinese merchant. She doesn't believe him, and Errol has to go through with the visit to Chinatown. The Chinese merchant mistakes Errol for a messenger supposed to pick up some counterfeit plates. When the error is discovered, the Chinaman and his gang attempt to get them back. After a chase around the store, the police arrive and save the day. FAIR. (13703).

Drama

PAL'S GALLANT JOURNEY. RKO—Pal Series. 22m. After seeing the dog, Pal, do some tricks, a Hollywood animal trainer offers to buy it for \$300. Pal goes to Hollywood, and is the new wonder dog of the industry. However, the first chance he gets, he runs away to return to his master, young Gary Gray, whose father sold the dog without his knowledge. After a harrowing trip, Pal finally returns home. The picture director is there to take Pal back, but then decides to make a picture starring both Pal and his young master. GOOD. (13202).

Musical

"SUGAR CHILE" ROBINSON, BILLIE HOLIDAY, COUNT BASIE, AND HIS SEXTET. U-International Name Band Musicals. 15m. Bounce, Boogie, and the Blues are combined here to make for some real "gone" listening. Count Basie and Billie Holiday do their usual first class job. However, the work of little "Sugar Chile" Robinson really gives this short a punch, and more than compensates for the standard camera treatment. The numbers played are: "Terry Toon", "God Bless The Child", "Now Or Never", "After School Boogie", "Numbers Boogie", and "One O'Clock Jump." GOOD. (6303).

ONE REEL

Color Cartoon

BOO HOO BABY. Paramount—Casper, The Friendly Ghost. 8m. Because he wants friends, and doesn't like scaring people, Casper leaves home. However, when people see him, they run away in terror. Casper feels terrible until he wanders into a foundling home, where the children all love and play with him. When a nurse spots Casper, she sends for the police, who throw him out. The children scream for Casper to come back, and the happy ghost returns to his little friends. GOOD. (B10-3).

CHICKEN IN THE ROUGH. RKO—Walt Disney Cartoons. 7m. Chip and Dale, chipmunks, are gathering acorns in a farm yard when Dale mistakes an egg for a huge acorn. Before he can do anything, the egg hatches, and the frightened chick runs off. Dale is forced to impersonate the

chick, and, while Chip heckles, he finds himself caught between a suspicious rooster and a near-sighted, but adoring mother hen. GOOD. (14108).

MICE PARADISE. Paramount—Noveltoons. 7m. Just when the cat is making life unbearable for the mice, cousin Hoiman arrives to take them to a tropical island paradise where there are no cats. The island is wonderful until the cat arrives. However, Hoiman gives him a sound licking, and kicks him off the island. GOOD. (P10-5).

PUNY EXPRESS. U-International—Woody Woodpecker Cartunes. 7m. Woody Woodpecker and his faithful pony hop into Saddle Sore, Ariz., where Woody accepts a job as a mailman. He doesn't notice the poster which tells that Buzz Buzzard has killed the last 125 mailmen. As soon as Woody leaves with the mail, he meets Buzzard, and a wild and very funny chase begins, with Woody finally coming out on top. EXCELLENT. (6351).

WOODY DINES OUT. U-International—Walter Lantz Cartunes Reissues. 7m. When first reviewed in THE SERVICESECTION of May, 1945, it was said of this Technicolor cartoon: "Woody Woodpecker, mistaking a taxidermist's shop for a restaurant, finds himself about to be stuffed. He escapes, trapping the taxidermist in the elevator shaft, thus shattering his dreams of wealth obtainable through the sale of a stuffed woodpecker. FAIR." (6326).

Novelty

MOVIE OLDIES. RKO—Screenliner. 9m. Three old-time comedy shorts, of 1915 vintage, have been combined to make a nostalgic entry. The old timers are about a struggling farmer trying to play the trombone, the problems of a girl behind the notions counter of a department store, and the eternal love triangle between good friends. GOOD. (14206).

MUSIC CIRCUS. Paramount—Pace-makers. 11m. When the Music Circus, putting on regular musical comedy productions under a circus tent, comes to town, two painters become so enthralled with the costumes, music, and girls that they hang around and even do work for nothing. After its run, the show prepares to head for Florida, its next stop. The painters suddenly decide that business is too slow in their town, and that they could do better in Florida. The attempt to follow the adventures of the painters and the Music Circus results in not learning very much about either. This is a good idea that doesn't quite come off. FAIR. (K10-4).

Sports

CANADIAN SNOW FUN. RKO—Sportscopes. 8m. The camera ranges over the winter wonders of Banff National Park, Canada, showing the facilities for having fun in the snow. Good photography of an exciting ski ride down a steep mountain side helps keep interest. GOOD. (14305).

THE ISLE OF SPORT. Paramount—Grantland Rice Sportlights. 10m. The camera ranges over Bermuda, and shows the sport facilities. There are quiet beaches, tennis courts, wonderful fishing, golf, and sailing. There is not much action, except for a few interesting sailing shots. FAIR. (R10-7).

THE WILL TO WIN. Warners—The Sports Parade. 10m. This shows high spots in the career of apprentice jockey Gordon Glisson, who, by hard work, finally came to ride a horse which wins the Derby as well as participating in other great American classics. Whatever excitement the film lacks is almost made up for by the commentator. On the whole, racing devotees should be satisfied. FAIR. (7505).

ALPHABETICAL GUIDE

To 306 Features Reviewed Since The Aug. 30 Issue

This index covers features reviewed thus far during the 1950-51 season, in addition to any features of the 1949-50 season reviewed after the issue of Aug. 30, 1950.—Ed.)

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V	
VALENTINO—105m.—Columbia	3029
VATICAN, THE—38m.—Columbia	2940
VENDETTA—83m.—RKO	2980
VENGEANCE VALLEY—82m.—MGM	3026
VIENNA ART TREASURES—40m.—National Film	2984

W	
WALK SOFTLY STRANGER—80m.—RKO	2928
WATCH THE BIRDIE—71m.—MGM	2978
WAYS OF LOVE—121m.—Burstyn	3003
WEST POINT STORY, THE—107m.—Warners	2971
WHEN YOU'RE SMILING—75m.—Columbia	2923
WICKED CITY, THE—75m.—Eagle Lion Classics	2994
WOMAN ON THE RUN—77m.—U-I	2950
WYOMING MAIL—86m.—U-I	2950

Y	
YANK IN KOREA, A—72½m.—Columbia	3029
YOU CAN'T FOOL AN IRISHMAN—69m.—Bell	2931

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate and up-to-date, it must be remembered that features are often subject to home office editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)

Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

COLUMBIA	EAGLE LION CLASSICS	LIPPERT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
JANUARY The Flying Missile G. Ford, V. Lindfors Stage Ta Tucson R. Cameron, W. Morris, K. Buckley (Technicolor) Gasoline Alley S. Beckett, J. Lydon, P. Brady Gene Autry And The Mounties G. Autry, E. Verdugo Prairie Roundup, W C. Starrett, S. Burnette, M. Castle	JANUARY The Wicked City M. Montez, J. P. Aumont, L. Palmer (Made in France) Mr. Universe J. Carson, B. Lahr, J. Paige Korea Patrol R. Emory, T. Duna Oliver Twist R. Newton, A. Guinness, K. Walsh (English-made) The Sun Sets At Down S. Parr, P. Shawn, W. Reed	JANUARY 3 Desperate Men P. Foster, J. Davis, V. Grey Kim E. Flynn, P. Lukas, D. Stockwell (Partly made in India) Watch The Birdie R. Skelton, A. Dahl, A. Miller	JANUARY Grounds For Marriage V. Johnson, K. Grayson Sierra Passage W. Morris, L. Albright, R. Winters Colorado Ambush, W J. M. Brown, L. Hall Bowery Bottalion L. Gorcey, H. Hall, V. Hewitt Blue Blood B. Williams, J. Nigh, A. Long (Cinecolor)	JANUARY Bronzed A. Ladd, C. Bickford, M. Freeman (Technicolor) At War With The Army D. Martin, J. Lewis, P. Bergen	JANUARY The Company J. Greer, L. Scott, D. O'Keefe Gombling House V. Mature, T. Moore, W. Bendix	JANUARY Rough Riders Of Durango, W A. Lane, W. Baldwin, A. Towne Belle Le Grand V. Ralston, J. Carroll Pride Of Maryland S. Clements, P. Stewart, F. Darra	JANUARY The Mudlark I. Dunne, A. Guinness, A. Ray (Made in England) Halls Of Mantezumo R. Widmark, R. Gardiner, W. Palance (Technicolor) The Man Who Cheated Himself L. J. Cobb, J. Wyatt, J. Dall	JANUARY The Sound Of Fury F. Lavejay, R. Carlson K. Ryon, (Stillman)	JANUARY Harvey J. Stewart, P. Dow, J. Hull Frenchie J. McCrea, S. Winters, P. Kelly (Technicolor) Under The Gun R. Conte, A. Tatter	JANUARY Highway 301 S. Cachran, G. Andre, V. Grey Operation Pacific J. Wayne, P. Neal, S. Forbes, P. Carey	
FEBRUARY Born Yesterday J. Holliday, W. Holden, B. Crawford Operation X E. G. Robinson, P. Cummins (English-made) Counterspy Meets Scatland Yard H. St. John, A. Blake Ridin' The Outlaw Trail, W C. Starrett, S. Burnette Revenue Agent D. Kennedy, J. Willes A Yank In Korea L. McCallister, W. Phillips	FEBRUARY Volcana A. Magnani, G. Brooks, R. Brazzi (Italian-made) They Were Not Divided E. Underdown, R. Clanton (English-made) My Outlaw Brother M. Rooney, R. Preston, W. Hendrix (Made in Mexico) Skipalong Rosenbloom M. Rosenbloom, M. Baer, J. Coogan	FEBRUARY The Magnificent Yonkee L. Calhern, A. Harding, E. Franz Vengeance Valley B. Lancaster, R. Walker, J. Dru, J. Ireland (Technicolor) Couse For Alarm L. Young, B. Sullivan	FEBRUARY Abilene Trail, W W. Wilson, A. Clyde, N. Neill Rhythm Inn J. Frazee, L. Callier, K. Grant The Vicious Years T. Cook, G. Moore, S. Merritt	FEBRUARY September Affair J. Fontaine, J. Cottan, F. Rosay (Partly made in Italy) The Great Missouri Raid W. Carey, M. Carey, E. Drew (Technicolor)	FEBRUARY Poyment On Demand B. Davis, B. Sullivan Cry Danger D. Powell, R. Fleming His Kind Of Woman R. Mitchum, J. Russell Up In Arms D. Kaye (Reissue) (Galdwyn) (Technicolor)	FEBRUARY Missing Women P. Edwards, J. Alvin, J. Millican Spoilers Of The Plains R. Rogers, P. Edwards, G. Jones Night Riders Of Mantono, W A. Lane, C. Johnson, C. Barrett	FEBRUARY I'd Climb The Highest Mountain S. Hayward, W. Lundigan, R. Calhoun (Technicolor) Coll Me Mister B. Grable, D. Dailey, D. Thomas (Technicolor) The 13th Letter C. Boyer, L. Darnell, M. Rennie, C. Smith (Made in Canada)	FEBRUARY The Second Woman R. Young, B. Drake, J. Surtan (Popkin)	FEBRUARY Target Unknown M. Stevens, D. Taylor, J. Holden Bedtime For Bonzo R. Reagan, D. Lynn, W. Slezak Tomohawk V. Heflin Y. DeCarlo, P. Foster (Technicolor) Operation Disaster J. Mills, R. Attenborough, N. Patrick (English-made)	FEBRUARY Storm Warning G. Rogers, R. Reagan, D. Day, S. Cochran The Enforcer H. Bogart, R. Roberts, Z. Mostel	
MARCH Al Jennings Of Oklohom D. Duryea, G. Storm, D. Faran (Technicolor) My True Story H. Walker, W. Parker Texons Never Cry G. Autry, G. Davis, D. Harvey "M" D. Wayne, H. Da Silva, L. Adler Fart Savage Roiders, W C. Starrett, S. Burnette, P. Thompson	MARCH The Blue Lomp J. Warner, J. Hanley, G. Whitby (English-made) Circle Of Danger R. Milland, M. Goring, P. Roc (English-made) So Long At The Fair J. Simmons, D. Bogarde, D. Tomlinson (English-made) Cattle Queen M. Hart, D. Smith, D. Wood When I Grow Up R. Preston, M. Scott, B. Driscoll	MARCH Fingerprints Don't Lie R. Travis, S. Ryan, S. Melton Mask Of The Dragon R. Travis, S. Ryan, S. Melton Stop That Cob S. Melton, A. Adrian	MARCH Novy Bound T. Neal, W. Waldron, R. Taomey Man From Sonora, W J. M. Brown, L. Hall, M. Healey Gypsy Fury V. Lindfors, C. Kent (Made in Sweden) The Lion Hunters J. Sheffield, A. Todd, M. Thrower	MARCH The Mating Season G. Tierney, J. Lund, T. Ritter, M. Hopkins The Redhead And The Cowboy G. Ford, R. Fleming, E. O'Brien Samson And Delilah H. Lamarr, V. Mature, G. Sanders (Technicolor) Molly, (The Goldbergs) G. Berg, P. Loeb, E. Mintz	MARCH The Thing M. Sheridan, J. Arness, S. Creighton Tarzan's Peril L. Barker, V. Hustan, G. Macready Best Of The Bad Men R. Ryan, C. Trevor, J. Buettel (Technicolor) My Forbidden Past A. Gardner, R. Mitchum, M. Douglas	MARCH Oh! Susanna R. Cameron, A. Baath (Trucolor) Silver City Bonanza, W R. Allen, B. Ebson Cubon Fireball E. Rodriguez, W. Douglas Insurance Investigator R. Denning, A. Long Heart Of The Rackies R. Rogers, P. Edwards	MARCH The Sword Of Monte Cristo G. Montgomery, P. Carday, B. Kroeger (Supercinecolor) Lucky Nick Cain G. Raff, C. Gray (Made in Europe) Bird Of Paradise L. Jaurdan, D. Paget, J. Chandler (Technicolor) (Made in Hawaii) Of Men And Music J. Heifetz, A. Rubinstein, J. Pearce, N. Canner N. Y. Philharmonic	MARCH The Groom Wore Spurs G. Rogers, J. Carson, J. Davis Abbott and Costello Meet The Invisible Man B. Abbott, L. Castello, N. Guild Air Codet G. Russell, S. McNally, R. Long Ma And Po Kettle Bock On The Form M. Main, P. Kilbride	MARCH The Groom Wore Spurs G. Rogers, J. Carson, J. Davis Abbott and Costello Meet The Invisible Man B. Abbott, L. Castello, N. Guild Air Codet G. Russell, S. McNally, R. Long Ma And Po Kettle Bock On The Form M. Main, P. Kilbride	MARCH Sugarfoot R. Scott, A. Jergens (Technicolor) Lightning Strikes Twice R. Roman, R. Todd, Z. Scott Dodge City E. Flynn, O. de Havilland (Re-release) Virginio City E. Flynn, M. Hopkins, H. Bogart (Re-release) Lullaby Of Broadway D. Day, G. Nelson (Technicolor)	

HOLIDAYS

Mar. 18—Palm Sunday
Mar. 23—Good Friday
Mar. 25—Easter

REALART

Jan. —Black Angel—D. Duryea, B. Crawford
Tangier—M. Montez, Sabu
The Sullivans—A. Baxter, T. Mitchell
Feb. —Salerna Beachhead (A Walk In The Sun)—R. Conte, D. Andrews

IT HAD TO BE FILMED IN AFRICA!...
ADVENTURE'S MOST SAVAGE OUTPOST!

To the very depths of Africa's timeless heart goes the one-and-only Tarzan . . . bringing to the screen actual scenes of raging conflict, primitive passions, strange, snarling beasts and pagan spectacle so vast in scope that only the jungle itself could contain its drama!

Edgar Rice
Burroughs'

TARZAN'S PERIL

STARRING

LEX BARKER and
VIRGINIA HUSTON

with

GEORGE MACREADY
DOUGLAS FOWLEY
GLENN ANDERS

Produced by SOL LESSER

Directed by BYRON HASKIN

Screenplay by SAMUEL NEWMAN
and FRANCIS SWANN

SEE

astounding "Stilt Men" towering 20 feet into the air!

primitive, blood-curdling carantian rites of a new jungle queen!

evil white murder merchants dealing out wholesale death for gold!

luscious Queen Melmendi, trapped by vicious King Bulam for torture — and worse!

Tarzan's desperate, lone fight against swarms of blood-thirsty Yoranga warriors!

the spectacular battle for survival between the Yoranga and Ashuba tribes!

hundreds of other unforgettable sights from darkest Africa's black heart!

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LOOKING FOR A
RAFT OF ACTION!
RAFT OF ROMANCE-
RAFT OF DOUGH?
YOU'LL GET 'EM WITH
RAFT IN A NEW KIND
OF ADVENTURE HIT!!!

GEORGE RAFT
COLEEN GRAY

LUCKY

NICK
CAIN

Charles Goldner • Walter Rilla • Constance Smith
and Greta Gynt • Margot Grahame • Enzo Staiola
Directed by JOSEPH M. NEWMAN
Produced by JOSEPH KAUFMAN
Screenplay by George Callahan and William Rose • Based
on the novel "I'll Get You For This" by James Hadley Chase
A Kaydor Production • Released by 20th Century Fox

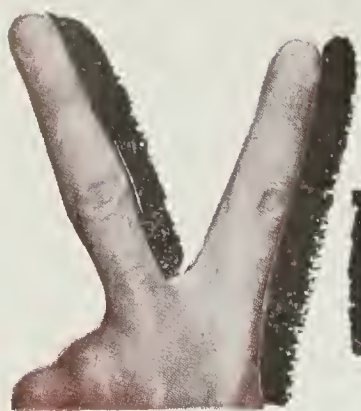
There's No Business Like 20 Business!

45 Number 18
Sections: Section One

MARCH 7, 1951

AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS
Featuring PHYSICAL THEATRE



VERY GOOD NEWS!

M-G-M's Story of those Gorgeous Airline Stewardesses

"THREE GUYS NAMED MIKE"



Four-Star Cast!

JANE WYMAN
VAN JOHNSON
HOWARD KEEL
BARRY SULLIVAN

Screen Play by Sidney Sheldon
Story by Ruth Brooks Flippen
From Suggestions Made by Ethel
"Pug" Wells • Directed by
CHARLES WALTERS • Produced
by ARMAND DEUTSCH

2nd Biggest M-G-M GROSS in a
year at Wilkes-Barre, Pa.

AND AT SCRANTON IT TOPS "3 LITTLE
WORDS," "FATHER OF THE BRIDE"

AND IN NEW ORLEANS IT'S RIGHT
UP THERE WITH THE BIG ONES!

JUST THE BEGINNING!



**"COME ON
DOWN
FRED
ASTAIRE!"**



Wait till you see Fred do
his "Dancing On The Ceiling"
number in M-G-M's
BIG MUSICAL "ROYAL
WEDDING," next attrac-
tion at Radio City Music
Hall. Selected by Cosmo-
politan as "Best Musical of
the Month" and by Seven-
teen Magazine for the
"Picture of the Month."
(Technicolor of course!)



DURING a rainstorm, a theatre playing "Dante's Inferno" found its marquee on fire.

★

A MIDWESTERN theatre, learning that a nearby Air National Guard unit didn't have room for orientation and basic training at its hangar, gave the use of the house for that purpose.

★

A COAST producer has decided not to use "Hashknife" as the name of a western film character, which will probably be received with a sigh of relief by parents who were visualizing their offspring running around the living rooms with hashknives.

★

THE PRICE of meat being what it is, a film called "Pork Chop" will probably have a big budget.

★

AN AUTOMATIC book vending machine company reports that sales in theatres are especially good. The buying is probably being done by fugitives from TV sets.

★

WINNER of the prize for bringing in the most patrons to a drive-in in one car in the south was the owner of a DeSoto, which, according to our correspondent, had 54 people in it. We hope that the State Highway Safety Department wasn't around.

★

THE NEWS from Bogota, Colombia, will hardly be hailed by domestic exhibitors or distributors since a 75-cent ceiling price for cinema admissions has been set by the Colombian Office of Price Control.

★

CONSIDERING how business has been in some areas, we wonder whether any survey would show a relationship between the drop in grosses and a decline in theatre robberies.

—H. M. M.

I N D E X

VOL. 45, No. 18

MARCH 7, 1951

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THE COVER PHOTO

Ted Davidson, manager, Sigma, Lima, O., turns over to Mrs. Paul J. Fisher, president, Lima PTA Council, a check representing the PTA's share in the proceeds from supervised kiddie shows recently planned by Davidson as a public service.

EXHIBITOR

VOL. 45, No. 18



MARCH 7, 1951

A Grass Roots Survey

WHILE any pickup in business is extremely spotty, a most encouraging sign in exhibition ranks in recent weeks is the individual activity of some theatremen in getting back to fundamentals. This indicates a thinking that gives evidence that this business is here to stay, regardless of what some pessimists have been saying.

IT IS TRUE that in some areas there has been a slight pickup in grosses but this has not been uniform, and, for the most part while better than the near-disastrous low that befell houses during November and December, conditions are still serious. Generally, it is agreed that when the defense monies start to trickle into industry, business should pick up. Tradesters are generally of the opinion that the No. 1 headache is rising prices, and that the answer lies in getting back to showmanship, aided by quality product.

IN CONNECTION with the grass roots phase of fundamental operation, a recent survey made by Joseph Denniston, an exhibitor and leading banker in Monroe, Mich., deserves more than passing attention. Denniston, to learn why business was off, had his aides make 1005 telephone calls to find out what was wrong, and came up with information that not only gave him the answers he needed but set a pattern for future operation. Furthermore, the people called appreciated the inquiries. In addition, if anyone called knew what the current attraction was, he was given passes.

WHILE it is not possible for every type of operation to institute such a survey, to a degree many theatres can start to resell their patrons. Most important of all, the survey, and we believe other exhibitors have also made advances along similar lines, proves that many theatremen are starting to shake off their lethargy, and get back to showmanship.

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For that

Very **I**mportant **P**laydate.....

book that

Very **I**mportant **P**icture.....

that's getting

Very **I**mportant **P**raise.....

and features that

Very **I**mportant **P**ersonality

"Best find of '51!" —*Louella Parsons*

"She's sockeroo!" —*Variety*

"Nothing short of superb!"
—*Harrison's Reports*

"New star of Marie Dressler type."
—*Ed Sullivan*

"Will be nominated for Academy Award."
(And she is!) —*Columnist Sheila Graham*

"Hollywood's most talked about new star."
—*Associated Press*

"She is simply magnificent!"
—*Film Bulletin*

"She wraps up everything in spite of sharp
competition." —*Photoplay*

"Most capable comedienne since Marie
Dressler." —*Daily Variety*

Thelma Ritter



If it's a **Paramount** picture

...Easter The Mating Season

PARAMOUNT'S VERY FUNNY COMEDY
ABOUT THE MOTHER OF THE GROOM



.... "Slickest flicker since 'Father of the Bride'." —Hy Gardner, N. Y. Herald Tribune

"One of 1951 boxoffice winners."
—Boxoffice

"One of most entertaining pictures I've ever seen." —Lester Grady, Screenland

"Best comedy of the year."
—Movie Stars Parade

"The surprise enchantment of year."
—Modern Screen

"To be conservative—it's just plain great."
—Columnist Edith Gwynn

"Merriest comedy in months!"
—Coronet

"It's a delight to see!" —Seventeen

"Kind of movie *all* ages want to see."
—Movie Life

Gene Tierney
and
John Lund

in
THE MATING SEASON

with
Miriam Hopkins
Thelma Ritter
Jan Sterling

A
MITCHELL LEISEN
PRODUCTION

Produced by CHARLES BRACKETT
Directed by MITCHELL LEISEN
Written for the screen by Charles Brackett,
Walter Reisch and Richard Breen

t's the best show in town!

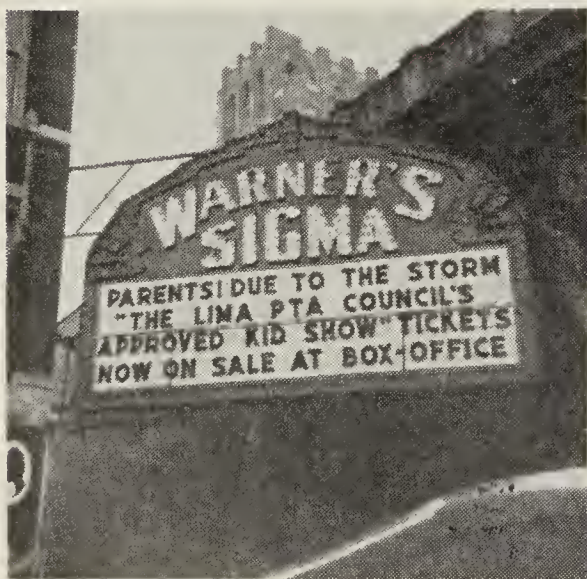




TED DAVIDSON, MANAGER, SIGMA, LIMA, O., SPEAKS BEFORE A PTA GROUP ON THE NEED FOR CAREFULLY SUPERVISED CHILDREN'S PROGRAMS.

Cooperation Turned Into Dollars

But The Money Angle Was Overshadowed By The Community's Good Will



When a severe storm forced schools to close, tickets for the kiddie shows were sold at the Sigma boxoffice instead, as the marquee shows.

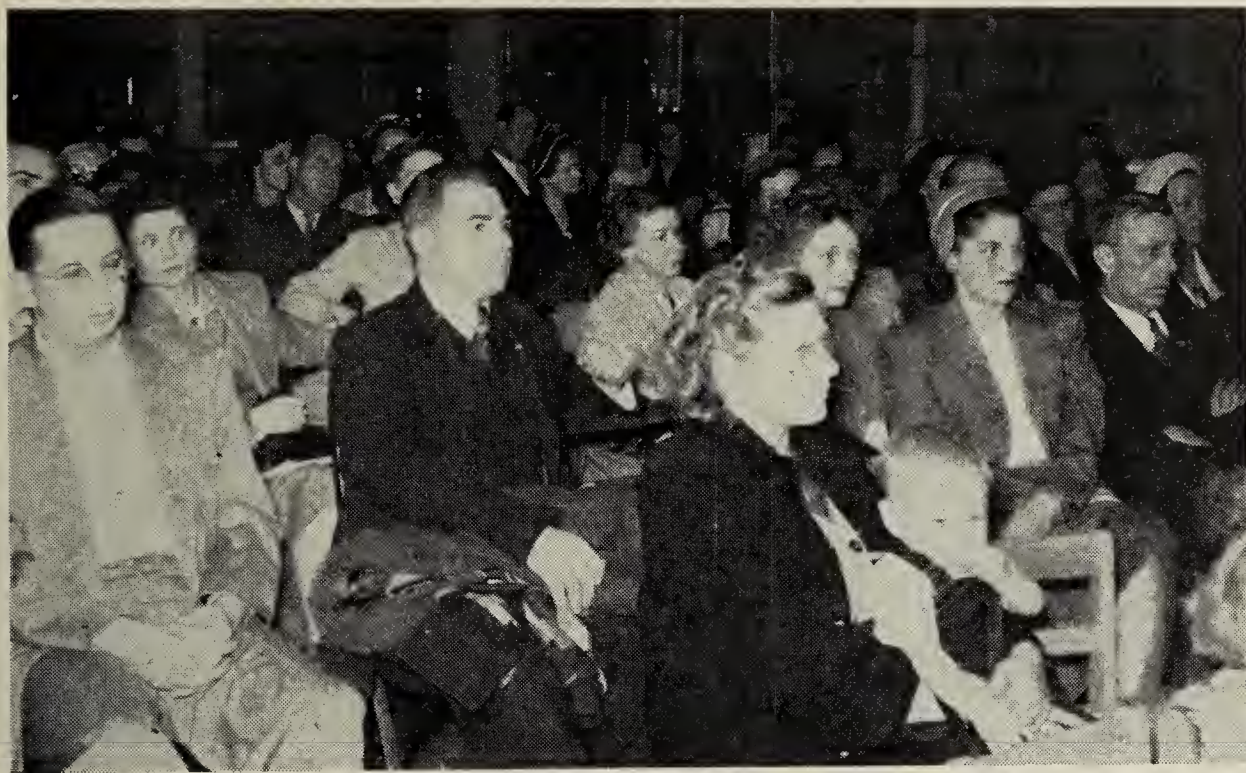
THE role of the theatre as a vital community institution which must justify its existence through continued public service was pointed up in Lima, O., when Sigma manager Ted Davidson recently took up the challenge posed by the crying need for good children's entertainment, and worked out an energetic program in cooperation with the PTA to bring wholesome, carefully supervised kiddie shows to the city.

He approached the Board of Education and the PTA Council, and won their approval of selling four complete kiddie shows on one ticket, to cost \$1, and to be sold by PTA mothers at each school. The shows were selected by a committee of educators and parents. In turn, Davidson went to each school, and addressed parents and teachers on the need of good entertainment for the city's children. After the talks, letters were sent home with each child in the school, advising parents of the

plan for supervised shows at the Sigma.

With radio stations and newspapers lending generous support, and with local merchants contributing equally generous merchandise giveaways, the special kiddie shows at the Sigma were an unqualified success. The children responded appreciatively to the films chosen for them, and parents were assured their children were in capable hands through the attendance of a fireman, policeman, and matron, in addition to the regular Sigma staff, at each showing.

Of his kiddie shows, manager Davidson says, "In all my years in show business, never have I had the complete satisfaction that is now my pleasure. Through the efforts of this campaign the relations between the movie-going public and the theatre manager can be looked upon with civic pride, for not only has it been beneficial to our boxoffice, but it has benefited our community as a whole."



At one of the many PTA gatherings Davidson addressed, an attentive audience listens to his ideas on wholesome entertainment for children of the community. Davidson also met with the Board of Education.



The Sigma manager is pictured as he explains his kiddie shows program at a PTA meeting.



Miss Stewart, Davidson's assistant, devoted much effort to make the kiddie shows a success.



At a Lima school, Davidson is an interested observer as a PTA mother prepares to sell advance tickets to the supervised kiddie shows at four for \$1. Eighteen schools participated in the program.



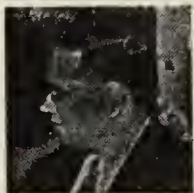
Davidson poses with the personnel who took part in the supervision of the shows for children, two firemen, one policeman, a matron, a concessions girl, an assistant manager, a doorman, and three ushers.



Davidson promoted this lobby display and an ice cream giveaway, one of several apt tie-ins.

Mel Konecoff's NEW YORK

IT LOOKS as though United Artists is shaping up, according to the parade of the producers. At a luncheon in honor of Robert Stillman, head, Stillman Productions, in town for a series of conferences with Arthur B. Krim, president, United Artists, and Max E. Youngstein, vice-president and national director of advertising, publicity, and exploitation, on releasing plans for his two productions, "The Sound Of Fury" and "Queen For A Day," the producer stated that he was happy with the new UA setup.



KONECOFF

Max Youngstein, in introducing Stillman, thanked the industry for its help and patience. One phase of his operation will be to see that exhibitors receive proper assistance through a permanent field force consisting of 10 to 15 men and allocation of a sizeable budget to get across bookings in the proper fashion. The field force size, will, of course, be augmented, depending on the release schedule and type of opening desired.

Another speaker was Irving Rubine, vice-president, Stillman Productions, who also expressed confidence in UA, and reminded his audience that Stillman was one of few producers to have confidence in the organization by gambling with his films which were delivered to UA for distribution without haggling or question. He also thought that the company would once again become a promising part of the business.

Stillman's "Queen For A Day" will be readied for release with gigantic promotion plans. The Mutual radio show on which the title is based will shortly start a road tour, acting as a live trailer for the film itself, with all sorts of contests, prizes, etc., being planned. Stillman's next can't be announced as yet as negotiations are still in progress, but he expects that a total of six pictures will have been completed by him in three years, with two already finished.

ADD PRODUCER, CONFIDENCE, UA DEPT.: We went over to see Sam Spiegel, sometimes known as S. P. Eagle, in town briefly to discuss releasing plans on his next film, "The Prowler," with Van Heflin and Evelyn Keyes, scheduled for May release. He leaves for England, and then for Africa, where his and John Huston's Horizon Pictures will film, in conjunction with a British company, "African Queen," starring Humphrey Bogart and Katharine Hepburn, in Technicolor, for UA release.

Spiegel reported that he, as well as other producers on the coast, had been holding up production plans to see whether or not the UA situation would be straightened out. He has been assured that the company will limit itself to top producers and pictures, and he expects that after the first six months of operation, UA will be

States Can't Censor TV Films, High Court Says

WASHINGTON—The U. S. Supreme Court last fortnight let stand a finding that states may not censor motion picture films shown on television when it refused to review a decision to that effect by the U. S. District Court in Philadelphia and later upheld by the U. S. Circuit Court there.

termed "the Cartier of independent production."

Spiegel also has a two-pix deal with ELC, one of which, "When I Grow Up," has already been delivered, with the second, "Hot House," to be made soon. In the planning stage is a three-part feature, "Three Weird Tales," with each section to feature a different cast and director. This will be for UA release.

HOPE SPRINGS ETERNAL OR PRODUCER CARRIES ON: Another United Artists producer also vouchsafed confidence in the future of the industry. This latest note was sounded by I. G. Goldsmith, who has under his belt "The Stars Look Down", "Hatter's Castle", "Bedelia", "Out Of The Blue", and others, and who presently holds a contract with UA calling for the release of "Three Husbands" and "The Scarf."

Goldsmith revealed that money has loosened up for production as a result of the new UA setup, and banks are once again accepting that company's releasing contracts as a condition to putting up first money for forthcoming films. Second money is also more easily forthcoming since the new management took over. Even exhibitors seem affected, he thought, since the contracts for "Three Husbands" are coming in at an increasing rate since the new UA was announced.

Goldsmith can scarcely wait for the legal department to put through his new contract for his next film, which must by all means, he insists, be a UA release. It is entitled "The Garden," and is written by his wife, novelist Vera Caspary, to star Mercedes McCambridge. Incidentally, he thought that "The Scarf," which also stars Miss McCambridge, James Barton, and John Ireland, will see release in April.

The producer thought that all of his colleagues will be pleased to know that UA has plans to handle all pictures properly sales-wise and exploitation-wise. He seemed to sense that the foreign setup of the company would undergo reorganization so as to assure producer clients the utmost in returns.

HISTRIONIC SECTION: The other day a better than reasonable facsimile of Arthur Godfrey and Red Skelton walked into the office, and announced that he was Richard Neilson, an actor, whose most recent film was the British production, "No Orchids For Miss Blandish." He also appeared in "I Was A Male War Bride" and "Stairway To Heaven," likes to play dramatic roles, had much stage experience, and thinks that motion pictures are here to stay. He is making a round of radio and TV shows, newspapers, etc., plugging "Blandish," and may even extend his efforts outside this budding metropolis when other dates come in.

He seemed like a nice chap.

Slight Upturn In B'way Grosses

NEW YORK—With the Strand leading the parade, business was a trifle better than average last week. According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"STORM WARNING" (WB). Strand, with stage show, had a very good opening with \$36,000 in the till for Friday, Saturday, and Sunday, with the opening week expected to tally \$73,000.

"CRY DANGER" (RKO). Paramount, with stage show, anticipated the second week at \$52,000.

"THE 13TH LETTER" (20th-Fox). Rivoli reported the second week heading toward \$19,000.

"U.S.S. TEAKETTLE" (20th-Fox). Roxy, with stage show, claimed \$37,000 for Friday, Saturday, and Sunday, with the second week bound to hit \$55,000.

"PAYMENT ON DEMAND" (RKO). Radio City Music Hall, with stage show, reported \$71,000 for Thursday through Sunday, with the third and last week heading toward \$105,000.

"TARGET UNKNOWN" (U-I). Criterion claimed the opening week would tally \$13,500.

"NO ORCHIDS FOR MISS BLANDISH" (Alliance). Globe did \$15,000 on the second week.

"BORN YESTERDAY" (Col.). Victoria announced the 10th week at \$22,000.

"HARVEY" (U-I). Astor did \$6,000 on the last five days of the 11th week.

"TOMAHAWK" (U-I). Loew's State expected the third week to hit \$14,000.

"THREE GUYS NAMED MIKE" (MGM). Capitol, with stage show, claimed a \$52,000 opening week.

To Keep Up With the Latest Developments In Television, Read the Regular Column Appearing In This Publication.

DOCUMENTARY-TYPE PUBLIC RELATIONS: The DuPont Company recorded highlights of its 149-year history in a feature-length film, "The DuPont Story," with color by Technicolor. The 72-minute feature was filmed in California and at various company plants by producer Jack Chertok and director William Thiele. In the cast of 225 there are to be found many faces familiar to the screens of the nation.

The film is interesting and well done. It will not be booked into theatres.

THE METROPOLITAN SCENE: Eddie Solomon has been appointed assistant exploitation manager at 20th Century-Fox after 10 years with the company. It's nice to have him back. . . . Two scholarships in audio-visual education have been awarded New York University by Encyclopaedia Films for study this summer. . . . Bill Raynor, former advertising copywriter at the RKO home office, has been signed by that studio to script "Tonight We Sing." He had been doing scripts for independent producers. . . . The Rivoli is paging doctors to see "The 13th Letter" via promotion pen letters. That house's managing director Monty Salmon and wife are in California on a vacation trip. . . . Better pressbooks are in on "Bird Of Paradise", "Valentino", and "I'd Climb The Highest Mountain."

This Was The Week When . . .

Mort Blumenstock, WB vice-president in charge of advertising and publicity; Gil Golden, advertising manager, and Larry Golob, eastern publicity manager, hopped to the coast for conferences on forthcoming product. . . . U-I set the world premiere of "Air Cadet" in San Antonio, Tex., for March 14, launching a series of Texas openings. . . . Redbook magazine announced Darryl F. Zanuck and 20th-Fox as winners of the 1950 annual Silver Movie Award for the production of outstanding pictures.

Kans.-Mo. Holds Drive-In Meeting

KANSAS CITY—President Dale Danielson welcomed some 125 theatremen last week to the second annual one-day drive-in meeting of the Kansas-Missouri Theatre Association. Speakers included Jack Hiller, Jack Braunagel, Elden Harwood, Bill Powell, Bob Walker, Phil Blakey, Ralph Rhoads, Lou Patz, and Finton H. Jones.

Joe Cappel, concession analyst, Theatre Enterprises, Dallas, stated that the concession stand is the heart of the drive-in theatre business.

Powell, who is district manager, Phil Smith drive-in operations, St. Louis area, said new advertising ideas were needed, and urged increased use of television.

Para. Steps Up Shorts Promotion

NEW YORK—Paramount has stepped up its short subjects promotion campaign, according to Oscar A. Morgan, general sales manager for short subjects and Paramount News, last week.

He said that additional mailing pieces prepared by the advertising-publicity-exploitation department went out to the company's American and Canadian exchanges. These will be passed on to exhibitors.

20th-Fox, Rep. Declare Div.

NEW YORK—Republic and 20th-Fox boards of directors last week declared cash stock dividends.

Announced by 20th-Fox were dividends of \$1.12½ per share quarterly on prior preferred, a quarterly dividend of \$37½ per share on convertible preferred, and \$.50 per share quarterly on outstanding common, while Republic declared a dividend of 25 cents on preferred stock.

Phonevision Schedule Revealed

CHICAGO—Features scheduled for the 10th week of Phonevision test transmissions are "Wild Harvest", "The Little Foxes", "Back To Bataan", and "The Reluctant Dragon", RKO; "Caged Fury" and "Wild Harvest", Paramount; "Sahara", "Framed", and "Texas", Columbia, and Warners' "Embraceable You", it was announced last week.

Loew's Declares On Common

NEW YORK—Directors of Loew's last week declared a quarterly dividend of 37½ cents per share on the company's common stock.

They're BACK
... where the
FUN
BEGAN!



THERE'S

URANIUM ON THE OLD HOMESTEAD

...A NEW BABY IN THE HOUSE

—and the whole farm's jumpin' with *GLEE!*

UNIVERSAL-INTERNATIONAL presents

Marjorie **MAIN**
Percy **KILBRIDE**

MA and PA KETTLE BACK ON THE FARM

IT'S ALL NEW!



with

RICHARD LONG • MEG RANDALL • RAY COLLINS

Story and Screenplay by JACK HENLEY • Directed by EDWARD SEDGWICK • Produced by LEONARD GOLDSTEIN

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

MGM

"Inside Straight"—Interesting program meller.

Children Admitted Free By F. And M.

ST. LOUIS—Fanchon and Marco-St. Louis Amusement Company last week extended to all of the 34 houses in the circuit a policy of admitting children 12 years of age and younger free of all charges provided they are accompanied by parents. Fanchon and Marco started this policy on an experimental basis in the 5200-seat first-run deluxe Fox in June. Later the policy was extended to the first-run Ambassador and Missouri.

Another patronage-building innovation being put into effect by the Fanchon and Marco-St. Louis Amusement Company houses is the issuance of a special students' pass that will admit a high school boy or girl to any of their theatres upon paying an admission fee equal to two-thirds of the regular rate for any particular house.

NY Run System Changing

NEW YORK—Brandt Theatres last week notified exchanges that it wants to bid for features available after first neighborhood run in the RKO and Loew's Circuits, resulting in awarding three MGM productions to Brandt's Flatbush, Brooklyn, after it outbid the Century Circuit's Albemarle. The features are "Kim", "Pagan Love Song", and "Dial 1119." Brandt bidding now changes the distribution schedule in the area, a pattern whereby numerous neighborhood houses followed the Albemarle runs.

Columbia Profit Drops

NEW YORK—Columbia last week issued a comparative estimated consolidated earnings statement for the 26 weeks ended Dec. 30, 1950, and the same period in 1949, showing an operating profit of \$1,160,000 for 1950 as compared with \$1,650,000. Estimated provision for federal taxes in 1950 was \$500,000 as compared with \$705,000 in 1949, making the net profit for the 26-week period in 1950 \$660,000 compared with \$945,000 in 1949. This makes the earnings per share of common stock 79 cents for 1950 as compared with \$1.22 for 1949.

Baltin Joins Columbia

NEW YORK—Will Baltin executive secretary and treasurer, Television Broadcasters Association, last week resigned his post with that organization to join Screen Gems television department in an executive capacity. He will produce and act as general sales manager for a series of films called "Disc Jockey TV Toons" especially made to synchronize with the playing of standard records, and intended to make possible disc jockey programs on TV stations.

Eric A. Johnston To Speak At VC International Meeting

PHILADELPHIA—Eric A. Johnston, MPAA head, recently appointed by Charles E. Wilson to the post of Director of Economic Stabilization, will be an honored guest at the banquet which will climax the International Convention of Variety Clubs on May 9-12, it was announced last fortnight by Victor H. Blanc, general chairman of the convention.

At this banquet will also be made the presentation of the annual "Humanitarian Award" to the individual who, in the opinion of a committee of distinguished and public-spirited citizens, performed the greatest service for humanity during the year 1950.

Heineman Joins UA As Distrib. V.-P.

NEW YORK—Arthur B. Krim, president, United Artists Corporation, last week announced the appointment of William J. Heineman as vice-president in charge of distribution.

Max E. Youngstein, vice-president and national director of advertising, publicity, and exploitation, appointed Jonas Arnold assistant advertising manager to Francis M. Winikus.

Skouras Honored In Phila.

PHILADELPHIA—Spyros P. Skouras, president, 20th Century-Fox, last week accepted an award honoring his company and himself for their efforts contributing to human relations and intergroup understanding. The citation was made at a "Salute To The Arts" dinner at the Bellevue-Stratford Hotel given by the Philadelphia Fellowship Committee. The award noted Skouras' efforts in numerous humanitarian and inter-racial causes, and hailed his company for such films as "Gentleman's Agreement", "Pinky", and "No Way Out."



Hollywood stars arriving in San Francisco for the recent premiere of Columbia's "Valentino" were presented "the heart of the city" by Marvin Lewis, right, representing Mayor Robinson. Accepting the token are Patricia Medina and Anthony Dexter, who plays Valentino, while looking on are Jerome Courtland, George Bruce, Larry Seballos, Audrey Totter, Olga San Juan, Edmund O'Brien, director Lewis Allen, Barbara Lawrence, and Alexis Smith. Columbia publicist Mike Newman, Graham Kislinsky, North Coast district manager, and Anne Belfer, North Coast publicist conducted the campaign in advance of the stars' arrival, netting city-wide publicity in all media.

Interstate Decree Leads To Splitup

WASHINGTON—Amendments to the Paramount consent decree dissolving joint interests with local exhibitors in the Interstate Circuit and Texas Consolidated Theatres were approved last week by the Department of Justice.

Later, in New York City, Judges Augustus Hand, Alfred Coxe, and Henry Goddard, Statutory Court, okehed an amendment to the Paramount decree permitting United Paramount Theatres to retain possession of 95 houses in the Interstate Circuit rather than only 44. In so doing, the judges denied an appeal by Russell Hardy, attorney for St. Louis Amusement Company, Fanchon and Marco, Southside Theatres, and Paramount Hollywood Theatre Corporation, among others.

Under terms of the amendment, as approved, UPT has three years to dispose of 76 of the 171 theatres purchased, one-third of which must be sold each year. If, after five years, it can be adjudged that there is still no competition in the situations involved, the circuit will have to dispose of further holdings.

The amendments were presented in federal court in New York City. Interstate and Texas Consolidated become part of United Paramount Theatres, with Paramount releasing 76 of the 171 houses operated by the two corporations.

The agreement under which United Paramount Theatres buys the interest of Karl Hoblitzelle and associates in Texas Consolidated and Interstate provides for 10-year management contracts for Hoblitzelle and Robert J. O'Donnell, it is reported.

The 171 theatres in Texas and New Mexico are said to be priced at \$12,500,000. UPT is ordered to divest itself of 76 of those involved by a Department of Justice proposal.

The proposed amendment to the consent decree permitting UPT to acquire complete ownership of Interstate and Texas Consolidated provides that UPT get rid of its interests in comparable theatres in other areas within three years, since the number of houses United Paramount can retain in the two circuits places the total UPT theatre ownership over the maximum set by the original consent decree.

Of the theatres which UPT must unconditionally divest itself in Interstate and Texas Circuits, at least a third must be sold within a year from the date of the new order, another third in two years, and the remainder within three years. All must be disposed of within six months of the time they are required to be divested, and none can be sold to any company which was a defendant in the original government anti-trust suit, or which is owned or controlled by such companies.

Four houses must be divested in Albuquerque, N. M., with all others to be released in Texas.

Winikus Returns To UA

NEW YORK—Max E. Youngstein, vice-president and national director of advertising, publicity, and exploitation, United Artists, last week announced the reappointment of Francis M. Winikus as advertising manager for the company.

MISCELLANEOUS

NEWSREELS

IN ALL FIVE:

Korea: MacArthur starts offensive at the front.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 34, No. 18) Washington: British jet establishes record for Atlantic Ocean crossing. Palo Alto, Cal.: Jet helicopter. Washington: Dewey says free world must stop Reds' war plan. Iron Mountain, Mich.: Olympic ski jumping (except Los Angeles and San Francisco). Santa Anita, Cal.: "Rough 'n' Tumble" wins derby (Los Angeles and San Francisco only). Nassau, Bermuda: Water skiing wizardry. Washington: "Lady" wrestling.

NEWS OF THE DAY (Vol. XXII, No. 252) Washington: Dewey says free world must stop Reds' war plan. Palo Alto, Cal.: Jet helicopter. Valley Forge, Pa.: Freedoms Foundation awards. Baltimore, Md.: New set of quads. Miami Beach, Fla.: Olympic diving stars. Washington: "Lady" wrestling.

PARAMOUNT NEWS (No. 55) Washington: British jet establishes record for Atlantic Ocean crossing. Washington: Dewey says free world must stop Reds' war plan. France: Eisenhower takes up duties in Paris. Iron Mountain, Mich.: Olympic ski jumping. Santa Anita, Cal.: "Rough 'n' Tumble" wins derby.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 434) Washington: President Truman at exhibit of White House press photographers. Hollywood: Stars get Look awards. Miami Beach, Fla.: Olympic diving stars. Iron Mountain, Mich.: Olympic ski jumping. Washington: "Lady" wrestling.

WARNER PATHE NEWS (Vol. 22, No. 57) Washington: Dewey says free world must stop Reds' war plan. Washington: British jet establishes record for Atlantic Ocean crossing. Washington: President Truman at exhibit at White House press photographers. Valley Forge, Pa.: Freedoms Foundation awards. Baltimore, Md.: New sets of quads. Palo Alto, Cal.: Jet helicopter. Miami Beach, Fla.: Olympic diving stars. Iron Mountain, Mich.: Olympic ski jumping.

TELENEWS DIGEST (Vol. V, No. 9-A) Washington: Office of Defense Mobilization Chief Charles E. Wilson reports to the nation. Korea: "Operation Killer." Bermuda: Secretary of State Dean Acheson on vacation. Washington: British jet establishes record for Atlantic Ocean crossing. Indo-China: French and rebel forces exchange war prisoners. Spain: Floods. New York: Reunion and separation of German war bride and her husband. Washington: Dewey says free world must stop Reds' war plan.

NATIONAL BOARD OF REVIEW

Feb. 17, 1951

STARRED SELECTED FEATURE: "David Copperfield" (MGM); SELECTED FEATURES: "Only The Valiant" (WB); "Three Guys Named Mike" (MGM).

For Real Coverage Of Happenings In Your Area. Read This Publication.

Franchise "No Absolute Right," Judge Rules

WASHINGTON—A contract giving an exhibitor the right to negotiate for a certain share of product in no way gives the exhibitor an absolute right to those films, it was ruled last week by Judge Curran in federal district court as he approved a stipulation settling a breach of contract suit brought by the Walbrook, Baltimore, Md., against 20th-Fox.

It was further held that such a contract would amount to a franchise, and would not be legal under the Paramount case decision handed down by the U. S. Supreme Court.

When 20th-Fox was sued by the Windsor, Baltimore, Md., for a part of the product being sold to the Walbrook, the company stipulated with the Windsor that it would have the right to negotiate for half of the 20th-Fox product in that neighborhood. Suit was then brought by the Walbrook. Under the settlement, a Sept. 11, 1952, termination date was put on the Windsor contract, with Judge Curran stressing that the term "negotiate," as used in the settlement, must not be construed as the equivalent of a franchise.

MGM Sets New Trailer Policy

NEW YORK—As part of its intensified program for achieving greater audience impact through the use of new and novel formats in trailer production, MGM has already lined up, and is preparing plans additionally for, more stars and personalities to narrate and appear in trailers for the forthcoming year's product than ever before in the company's history, it was announced last week.

This was the report given to Howard Dietz, vice-president and director of publicity, advertising, and exploitation, by Frank Whitbeck, studio trailer and advertising head.

Phil Chakeres Honored

NEW YORK—Phil Chakeres, Chakeres Circuit, Springfield, O., was singled out from about 70 nominees to win the exhibitor achievement award presented by Look magazine, it was announced last week. The award was inaugurated at the suggestion of TOA executive director Gael Sullivan at the 1950 TOA convention in Houston, Tex.



Spyros P. Skouras, left, president, 20th-Fox, and Earl Sponable, director of research for the company, are pictured in New York City at a recent press conference as they discuss the acquisition by 20th-Fox of the Swiss Ediphore projection system of large screen television for theatre use.

NPA Denies Theatre Applications

WASHINGTON—The NPA last week announced actions on theatre construction "hardship case" applications.

Approved were \$11,000 for an amusement park at North Dartmouth, Mass., for Lincoln Rides, Inc., that city; \$38,150 for a Union, N. J., amusement park for H. and E. Balaban Corporation, Chicago, and \$38,150 for a North Randall, O., amusement park for the same corporation.

Denied were a drive-in at Sanford, N. C., for O. O. Cagle; \$100,000 for a Birmingham theatre remodeling by R. M. Kennedy, Birmingham, Ala.; \$550,000 for St. Louis theatre to Bernard Steinger, St. Louis; \$9,800 for addition to Dallas theatre sanitary facilities to Interstate Circuit, Inc., Dallas; \$54,000 for addition to the Midland, to J. Howland Hodge, Midland, Tex., and a theatre for North Bend, Ore., to Jones Enterprises, Inc., Portland.

U-I Holds Three Regionals

NEW YORK—Universal-International launched a series of three regional sales meetings last week, attended by the company's home office sales cabinet headed by Alfred E. Daff, director of world sales; Charles J. Feldman, domestic sales manager, district and branch managers, and John Davis, general manager, J. Arthur Rank motion picture interests.

The meetings were also held at the Hotel Drake, Chicago, and the Hotel Mark Hopkins, San Francisco. They are the first regionals presided over by Daff since he was named director of world sales and Feldman, since he became domestic sales manager.

Coast Suit Extended

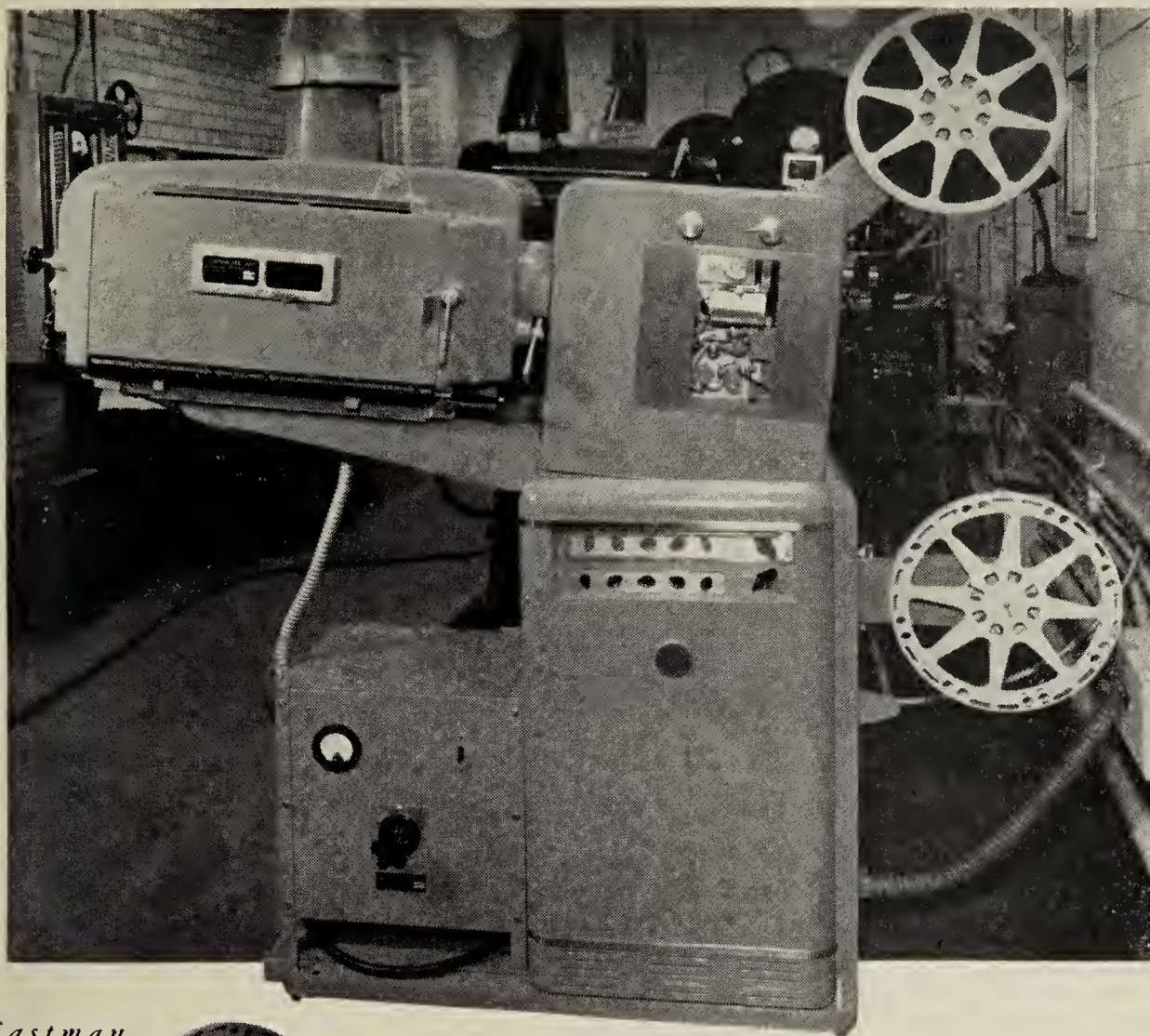
CHICAGO—Attorney Seymour F. Simon, conducting the anti-trust case for the Crown, Pasadena, Cal., owned by the Markoy Corporation, filed an amended complaint before he left again for Los Angeles last week. The trial is set for April 2. The amendment raises the original triple damages asked from one million dollars to \$2,118,000. The Crown alleges it was prevented from showing first-runs, starting in November, 1947, until after they had been played in rival theatres in Pasadena, and also in Los Angeles, a competitive city.

Ebenstein Heads Copy. Group

NEW YORK—Morris Ebenstein, Warners, was last week unanimously named chairman of the Motion Picture Association's copyright committee. Ebenstein succeeds Edwin P. Kilroe, who resigned from the committee post concurrent with his recent retirement from 20th Century-Fox. The committee also designated David O. Decker, Loew's, as its honorary chairman. U-I's Cyril S. Landau was elected secretary.

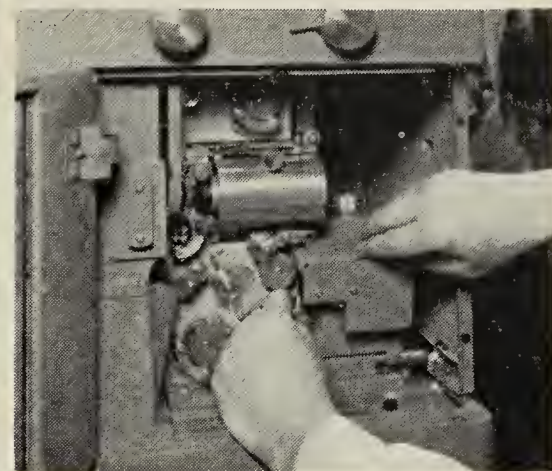
"Bride" Suit Filed

NEW YORK—An action was begun last fortnight in U. S. District Court for the Southern District of New York by H. K. S. Motion Picture Producing and Distributing Corporation under contract with Motion Picture Releasing Corporation against Dwain Esper and RKO Theatres, Inc., for alleged violation and infringement of a copyright granted covering "Savage Bride."

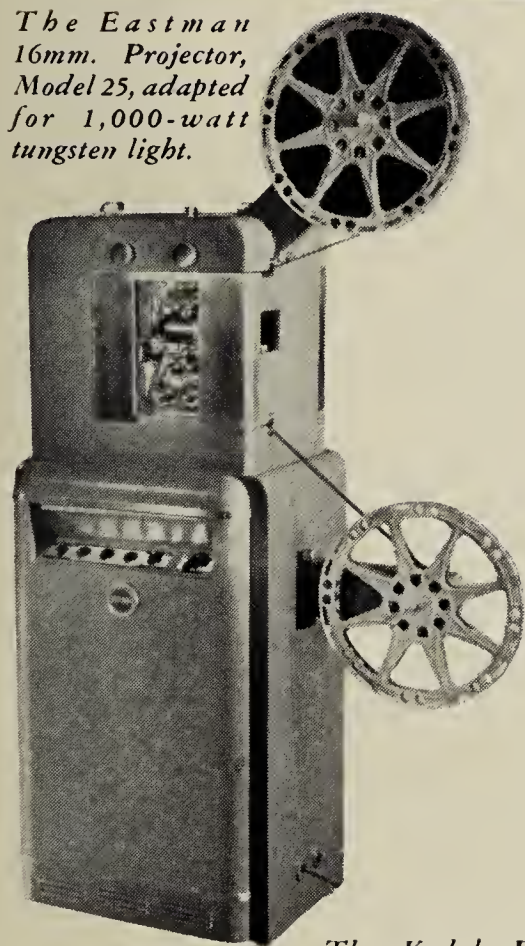


Left, the Eastman 16mm. Projector, Model 25, brings 16mm. projection to the professional level. Shown here, adapted for arc illumination, permanently installed alongside 35mm. equipment.

Below, working parts of the film movement mechanism are in constant view of the operator... readily accessible for threading and cleaning.



The Eastman 16mm. Projector, Model 25, adapted for 1,000-watt tungsten light.



The Kodak Projection Ektar Lens, in a choice of four focal lengths, insures superior screen image.



East Coast Division
342 Madison Avenue
New York 17, N. Y.

For Professional Quality Sound Projection from 16mm. Film

The Eastman 16mm. Projector, Model 25

This projection instrument—built to a new design concept—eliminates the three major obstacles to theatrical quality 16mm. sound projection... excessive wear and high maintenance cost; low signal-to-noise ratio; and excessive flutter.

A major cause of excessive wear and poor quality sound is the constant transfer of shock forces generated in the film pulldown mechanism to other parts of the system. In the Eastman 16mm. Projector, Model 25, the intermittent (film advance mechanism) is completely isolated and independently driven by its own 1440 r.p.m. synchronous motor. Thus, shock forces are sealed off from the rest of the instrument. The sprocket-shutter system is driven by its own 1800 r.p.m. synchronous motor. Exact phas-

ing between the two systems is accomplished by specially designed synchro-mesh gears. In addition, the take-up spindle, rewind spindle, and blower are driven by separate motors.

A highly corrected microscope objective, adjustable for optimum sound quality from any type of 16mm. sound film, permits reproduction of variable area or variable density 16mm. sound tracks at extremely low distortion and a maximum signal-to-noise ratio.

To get the best out of any 16mm. sound film, project it on an Eastman 16mm. Projector, Model 25. For information on installation, availability, and prices, write directly to the Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y., or any branch office.

Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y.



Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

PEOPLE

NEW YORK—The elevation of Henry H. Martin to the position of district manager was announced by Charles J. Feldman, U-I domestic sales manager, last week. At the same time, the promotion of Robert N. Wilkinson to the post of branch manager in Dallas, previously held by Martin, and the promotion of salesman Richard C. Settoon to the post of branch manager in Memphis, previously held by Wilkinson, were announced.

NEW YORK—RKO Pathe promotions announced last week by Jay Bonafield, executive vice-president, include the elevation of Isaac Kleinerman to the post of assistant studio manager; Clay Adams to the managership of the special service unit, with Dudley Hale as his principal assistant, and the promotion of Edward R. Evans to the position of television consultant, with Edward Tate serving as sales consultant.

NEW YORK—The election of Norman E. Gluck as a vice-president and a member of the board of directors of United World Films, non-theatrical film subsidiary of Universal Pictures Company, Inc., was announced last week by James M. Franey, president.

NEW YORK—Richard de Rochemont, producer of "The March Of Time," announced last week the appointment of D. Corbit Curtis as a director. Curtis has served as an assistant director since 1943.

NEW YORK—Eddie Solomon was last week named assistant to exploitation manager Rodney Bush, 20th-Fox.



Republic President Herbert J. Yates, left, is seen at LaGuardia Field, New York City before his recent departure for London, England, for the opening of Republic House, new distribution center for Great Britain and Eire. With the Republic head are Douglas T. Yates, partially hidden, assistant foreign sales manager; Charles Skouras, president, National Theatres, and Forrest Tucker and John Wayne, who went with Yates on the London jaunt.

RCA Earnings Hit Peak

NEW YORK—RCA's net earnings of \$46,250,000 and gross of \$586,393,000 for 1950 were the largest in the company's history, it was announced last week by David Sarnoff, board chairman, and President Frank M. Folsom. Representing 7.9 per cent of net sales, the earnings are equivalent to \$3.10 per common share.

Arkansas Sets May Meeting

LITTLE ROCK, ARK.—The Independent Theatre Owners of Arkansas will hold its 32nd annual convention at the Hotel Marion from May 7-9, it was announced this week.

Membership Pledges Mailed By COMPO

NEW YORK—COMPO last week sent to Allied units membership pledges calling for membership for a year and dues equal to 1/10th of one per cent of feature film rental paid during the calendar year 1950. The one exception is Allied Independent Theatre Owners of Eastern Pennsylvania.

TOA affiliates were in the process of acting on the revamped COMPO setup, and expected to complete such action before the TOA board meeting in Washington on April 4-6. Southern California TOA will hold a board meeting March 9-10. Gael Sullivan and Herman M. Levy are scheduled to be present. The PCCITO was to take up ratification at a trustees' meeting, and the Metropolitan Motion Picture Theatres Association will ratify at its next meeting, it is believed.

Still to act on the changes are the SIMPP and the Trade Paper Publishers Committee.

Para. Adds To Sec. Contract

NEW YORK—Eleven additional pictures have been added to Paramount's Security Service Contract, it was announced last week by A. W. Schwalberg, president, Paramount Film Distributing Corporation. They include all releases from April through August, 1951.

The Security Service Contract is available to exhibitors in the smaller situations.

NTS Sets Two Meetings

NEW YORK—National Theatre Supply held a district sales meeting in Atlanta last weekend, and scheduled another meet for March 10-11 in Denver. NTS President W. E. Green and Oscar S. Oldknow, vice-president, were in charge of program arrangements.

Gamble Adding Radio, TV Units

NEW YORK—Ted R. Gamble, president, Gamble Enterprises, has concluded negotiations for WCMJ, a CBS radio outlet in Palm Springs, Cal., and is making arrangements for the purchase of radio-television stations in Milwaukee and Portland it was learned last week.

U-I Suits Dismissed

NEW YORK—Charges of mismanagement brought by U-I minority stockholder Dorette A. Wise in 1943 against former U-I executives J. Cheever Cowdin and Charles D. Prutzman were dismissed by the Delaware district court last week on a defense motion for a summary judgment.

RCA Color Plea To High Court

WASHINGTON—The U. S. Supreme Court was asked last fortnight by the Radio Corporation of America to deny the motion of the Federal Communications Commission seeking to avoid the court's review of the color television case.

20th-Fox Judgment Delayed

NEW YORK—Otto E. Koegel, 20th-Fox chief counsel, last week indicated that the signing of the company's consent judgment may not take place for another two weeks.

The Service Kit Is the Season's Hit.

IS IT HUMAN OR INHUMAN? NATURAL OR SUPERNATURAL?

WILL IT DESTROY US ALL?

THE
THING

from Another World!

HOWARD HAWKS'

Startling

MOVIE!

R K O
RADIO
PICTURES

Ads like this are appearing in 58 National Magazines and 93 Sunday Newspaper Supplements totaling 185,761,000 circulation.

March 7, 1951

PHYSICAL THEATRE

Andrew W. Shearer

EDITOR

*Devoted Exclusively to the
THEATRE STRUCTURE
— its Design, Construction,
Furnishings, Maintenance
and Specialized Equipment
— with a Special Section
Devoted to Drive-In Theatres*

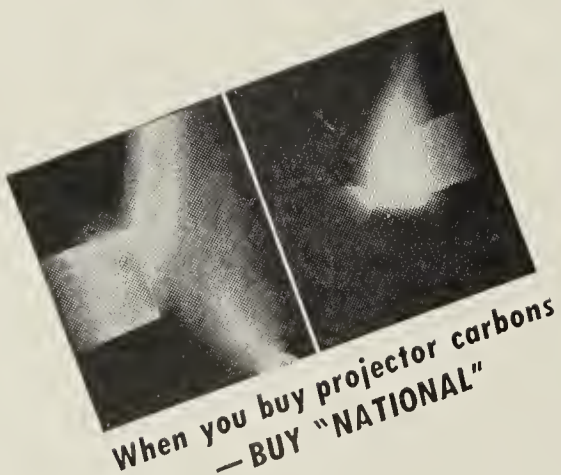
VOL. VI, No. 3

MARCH 7, 1951



SPRING
MARKET
ISSUE

"VICTORY CARBONS" are back to conserve copper for defense



A National emergency has been declared. Our country is in grave danger. National Carbon Division is helping to conserve vitally-needed copper for use in defense . . . by putting a thinner coating on the following sizes of projector carbons:

8 mm x 14" "SUPREX" Positive
 8 mm x 12" "SUPREX" Positive
 7 mm x 9" "OROTIP" "C" Negative
 7 mm x 14" "SUPREX" Positive
 7 mm x 12" "SUPREX" Positive
 6 mm x 9" "OROTIP" "C" Negative

The above carbons will be called "Victory Carbons" and will operate at the reduced currents shown:

Maximum 65 amperes—8 mm "SUPREX" Positives
 7 mm "OROTIP" "C" Negative

Maximum 45 amperes—7 mm "SUPREX" Positives
 6 mm "OROTIP" "C" Negative

The terms "National", "Orotip" and "Suprex" are registered trade-marks of

NATIONAL CARBON COMPANY
 Division of
UNION CARBIDE AND CARBON CORPORATION
 30 East 42nd Street, New York 17, N. Y.

*District Sales Offices: Atlanta, Chicago, Dallas,
 Kansas City, New York, Pittsburgh, San Francisco
 In Canada: National Carbon Limited, Toronto 4*

There will be enough carbons to go around. The only change will be in the thickness of the copper coating. "Victory Carbons" aren't new. They helped us in the last war. They are helping us now to prepare for the next one, if it comes.

LAYING IT

On The Line

Theatre Public Relations

THE term "public relations", a somewhat abstruse phrase by its very nature, is rather loosely used nowadays to describe any sort of dealings between seller and consumer. While it is true that the term is quite difficult to define precisely, it actually may be said to mean, in its purest sense, the sentiments of the public toward an individual, a group of persons, or a firm selling a product or a service. In recent years all types of businesses have become increasingly aware of the importance of this intangible element as it affects their prestige and sales. The more progressive factions have also come to realize that public goodwill is not automatic, but must be instilled in consumers by the efforts of management to convince them that the customer's best interests are always at heart.

JUST how public relations apply to the theatre was neatly outlined by Emil Bernstecker, of Wil-Kin Theatre Supply, Atlanta, at the recent TOA convention. First of all, a sound theatre public relations program must be directed toward one primary goal—developing and maintaining in the public mind a favorable opinion of the theatre, the company that operates it, and the man or men who own or run it. It is not, as some exhibitors seem inclined to think, getting publicity for the theatre or for the show currently playing.

WHEN all is said and done, the responsibility for a theatre's public relations does not rest on the shoulders of any one particular individual, such as the manager, but rather is centered in every one who has anything at all to do with the house, from the top executive to the booker, ushers, candy girls, cashier, doorman, down to the lowest janitor. In short, all who say or do anything in the theatre make an impression on the public mind, and the net result is public relations, good, bad, or indifferent.

EVERY employee must, of course, make his or her contacts with the public courteous and answer promptly any requests for service on his own initiative, but it is up to the exhibitor himself to set a good example for them in his own personal conduct. It is well to mention at this point that a fair employee relations plan is one of the keystones of a sound public relations program. The payment of prevailing wages for similar work, exercise of leadership, efficient management of business, a spirit of sportsmanship, and a willingness to bend an attentive ear to their ideas will not only win for the exhibitor the respect and confidence of his employees but that of the public as well.

NEXT, the exhibitor who is sincerely anxious to win public favor for his house and himself must see to it that all services in the theatre, such as telephones, rest rooms, and lost and found systems, are in working order and readily available. Likewise, the theatre should exhibit indisputable signs of good housekeeping by its cleanliness and good housekeeping. Furthermore, the conduct of the show should be properly supervised by good programming and booking, convenient schedules and intermissions, intelligent deletions in accordance with local tastes or prejudices, and shows to coincide with community events, interests, and preferences. All attractions should be advertised and sold with sincerity and honesty in a clean and wholesome fashion.

THIRDLY, the exhibitor should be a good businessman by listening to all complaints and suggestions with an open mind, paying his bills promptly, running a legitimate operation, establishing a fair pass policy, and by being on the floor as often as possible to keep an eye on things. In addition, he must have contacts in the community from the youngest juvenile patron to the most influential politician, who can keep him informed on entertainment tastes among various elements of the populace.

FINALLY, the exhibitor ought to seize every opportunity to provide the noteworthy community services for which his theatre, by virtue of its auditorium, screen, stage, personality, and the ability of its management to stage, devise, advertise, promote and produce is eminently suited. In short, his theatre must be established as an institution through which the community's civic life flows and is enriched.

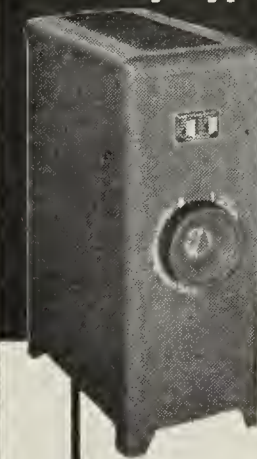
THE exhibitor who directs his energies toward the accomplishment of the above objectives is bound to have good public relations. He will find that with public sentiment behind him all the way there will be little cause to fear that the legendary wolf will come knocking at his door. Goodwill is a priceless asset which cannot be bought, but the rewards are rich to those who cultivate it.

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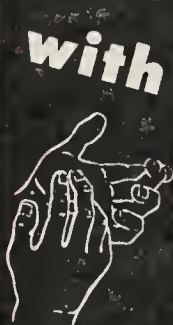
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THEATRE

STREET

CITY & STATE

PHYSICAL THEATRE

VOLUME VI

NUMBER 3

March 7, 1951



THE TRIANGULAR FRONT OF THE CARVER MERGES QUITE NEATLY INTO ITS STREET CORNER SITE.

ALTHOUGH the colored population of the United States has been steadily increasing for the past few decades, there has been an unfortunate tendency in the entertainment world to overlook the importance of this rapidly growing minority. The theatre industry, for example, has until recently failed to recognize the prominent position of this group from a potential patronage viewpoint.

Due to their steadily improving economic situation, the country's Negroes now have more entertainment dollars to spend than ever before in their social history, and it is incumbent upon theatre-men to make a more concentrated effort to attract a greater portion of these amusement funds. They can do so by convincing the Negro that his patronage is as welcome as anyone else's and by seeing to it that houses in colored neighborhoods are just as finely appointed as other surrounding modern houses. The Negro patron, too, is entitled to as much for the ticket he buys.

THE CARVER, NEW ORLEANS

In a noteworthy and commendable effort to build up a loyal and sizeable patronage in one of the heavily colored sections of New Orleans, the de luxe 1050-seat Carver was opened at 2101 Orleans Street on September 29, 1950, by Jack A. Dicharry and Mrs. Henry Lazarus. The former is a pioneer theatre operator in the city with approximately 25 years of local experience, while the latter is owner of the Henry Lazarus Theatres chain in New Orleans and three Bryan, Tex., houses. The Dicharry-Lazarus partnership, which presently functions under the name Jadel Theatres, Inc., was originally formed in 1937, when the two joined forces to build the Circle in New Orleans.

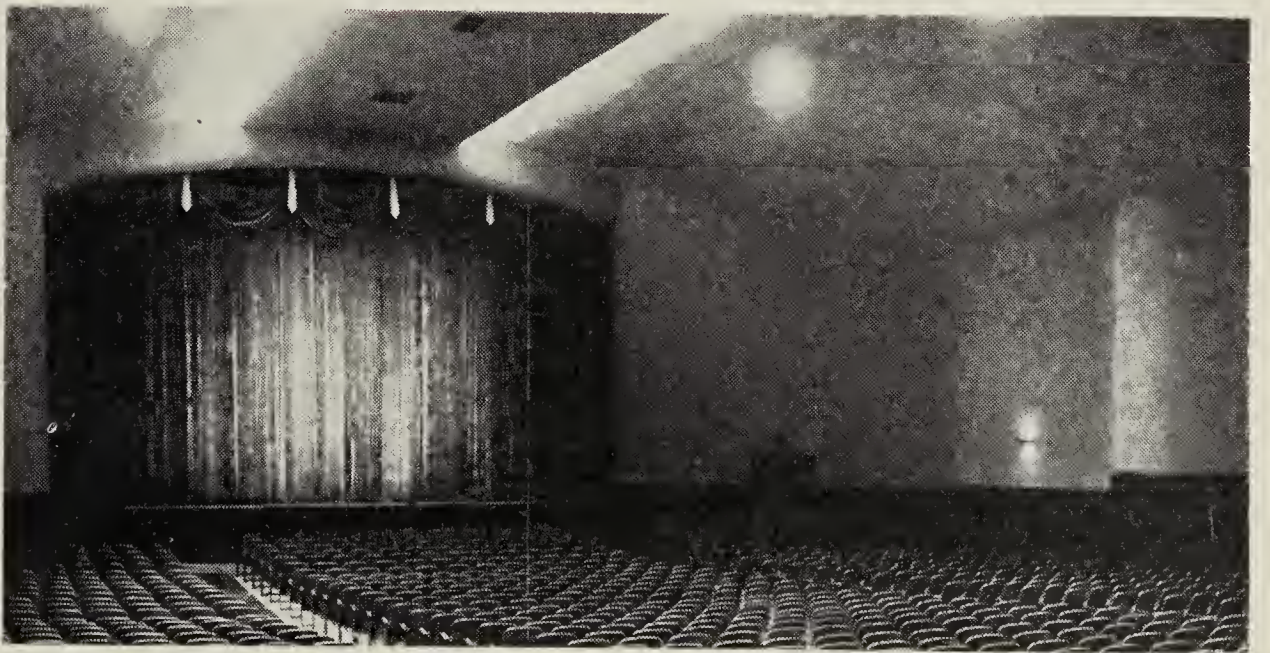
Exterior Construction

Named in honor of the famed Negro educator and scientist, George Washington Carver, the house was designed by architect Jack Corgan, of Dallas, and features a fireproof construction of steel, brick, and concrete blocks. The building was erected on a lot approximately 78' by 155' and provides ample office space in addition to the exhibition facilities.

The front combines both light and dark brick facings with two-tone buff above and oatmeal color tile with maroon trim below. An "island" type boxoffice faces

A Modern All-Negro Theatre

Facilities Of Highest Order Are Present In New Orleans House For Colored Patrons Only



INDIRECT CONCEALED LIGHTING sheds a warm glow over the tasteful simplicity of the auditorium in the upper illustration. ABOVE—Popcorn, candy, soft drinks, and a wide variety of other types of refreshments are sold at the attractive and well-staffed foyer concession counter to outside trade also.

directly toward the street, while a lofty sign tower with the theatre name inscribed in neon rises above a two-faced marquee that employs Adler 10-inch letters to spell out feature attractions.

Lobby and Foyer

A visitor entering the Carver can readily perceive how nearly \$300,000 was spent to construct and equip the building, for there is a note of luxurious elegance wherever one looks. Rich coral and black Mohawk carpeting covers the floors, while the walls are tastefully done in coral and lime yellow with dark green and gray trim. Directly off the foyer are located the rest rooms with the ladies' finished in yellow and green and the men's in green tile with a black border. Marble partitions are to be found in each, and a maid is always in attendance in the former.

A particular highlight of the foyer is the large well-equipped refreshment stand of stainless steel with a beautifully etched aluminum front. The stand has been laid out so that sales may be made to passersby on the street outside as well.

Auditorium

The comfortably air-conditioned interior has 1,050 Griggs chairs on one floor only. The color scheme consists of a light buff tone on the plaster ceiling, a pale green on the walls, light buff pilasters, and a dark green wainscot. Heavy velvet draperies flank a simple proscenium in which is set a Williams tearproof screen. Recessed fixtures provide lighting.

In the compact projection booth above are two Simplex projectors with RCA sound supplied by Southeastern Theatre Equipment Company. Every safety precaution is taken in the booth to insure trouble-free operation.

Operating Policies

The Carver serves the entertainment needs of a colored drawing area with a total population of approximately 75,000, many of whom are inhabitants of an all-negro government housing project located directly across from the theatre. The majority of patrons are working and laboring class people who prefer action and western pictures.

A "bargain" matinee is run daily from four until six p. m., except on Sundays when the doors open at one p. m. Regular prices, of course, apply after six p. m.

Erratum

The cut below of Payne Products Co.'s new Carbon Saver was run upside down on page PT-8, issue of January 10, 1951.



Prominent U. S. Manufacturers

The Comprehensive Listings Set Forth Here Denote Names Of Leading Makers By Product

ADVERTISING ACCESSORIES

National Screen Service Corp., 630 9th Ave., New York 19, N. Y.

AIR CONDITIONING DIFFUSERS

Air Devices Co., 17 E. 42nd St., New York 17, N. Y.
Anemostat Corp. of America, 10 East 39th St., New York 16, N. Y.
Tuttle and Bailey Co., Corbin Ave., New Britain, Conn.

AIR CONDITIONING EQUIPMENT

American Blower Corp., 8100 Tireman Blvd., Detroit, Mich.
Baker Refrigeration Corp., South Windham, Me.
Bryant Heater Co., 17820 St. Clair Ave., Cleveland 10, O.
Buensod-Stacey, Inc., 60 E. 42nd St., New York, N. Y.
Carrier Corp., 405 Lexington Ave., New York 17, N. Y.
Chrysler Corp., Airtemp div., 1119 Leo St., Dayton 1, O.
Clarage Fan Co., 619 Porter St., Kalamazoo 16, Mich.
Curtis Air Conditioning Co., 1905 Kienlen Ave., St. Louis, Mo.
Fairbanks-Morse and Co., 600 S. Michigan Ave., Chicago 5, Ill.
General Electric Co., air conditioning div., 5 Lawrence St., Bloomfield, N. J.
General Motors Corp., Frigidaire commercial and air cond. div., 300 Taylor St., Dayton 1, O.
Governor Corp., Northwest 2nd St., Oklahoma City, Okla.
Lessner Benjamin Co., Inc., 4039 Orchard St., Philadelphia Pa.
McQuay, Inc., 1600 Broadway, N. E., Minneapolis 13, Minn.
National Engineering and Mfg. Co., 519 Wyandotte St., Kansas City, Mo.
Reynolds Mfg. Co., 412 Prospect Ave., N.E., Grand Rapids, Mich.
Rexair div. Martin-Perry Corp., 1455 W. Alexis Rd., Toledo 1, O.
Schnacke Mfg. Co., 1016 Columbia Ave., Evansville, Ind.
Surface Combustion Co., Thomas and Door Sts., Toledo 1, O.
Trane Co., 206 Cameron Ave., LaCrosse, Wis.
Typhoon Air Conditioning Co., Inc., 794 Union St., Brooklyn 15, N. Y.
U. S. Air Conditioning Corp., 2564 Como Ave., St. Paul 8, Minn.
Westinghouse Electric Corp., Sturtevant div., 306 4th Ave., Pittsburgh 30, Pa.
Worthington Pump and Machine Corp., Carbondale div., Harrison, N. J.
York Corp., York, Pa.
York-Shipley, Inc., York, Pa.

AIR PURIFICATION

Air Purification Service, 82 Plane St., Newark, N. J.
Connor, W. B., Engineering Corp., 114 E. 32nd St., New York 16, N. Y.
Electro-Aire Corp., 41-38 37th St., Long Island City 3, N. Y.
National Ozone Machine Co., Inc., 715 5th St., Shelbyville, Ind.
Refresh-Aire Ozonizer Co., 382 Lafayette St., New York 3, N. Y.
Supreme Air Filter Co., 126 W. 21st St., New York 10, N. Y.

AMPLIFIERS

Altec-Lansing Mfg. Co., 1210 Taft Bldg., Hollywood 28, Calif.
Ampro Corp., 2839 N. Western Ave., Chicago 18, Ill.
Ballantyne Co., 1707 Davenport St., Omaha, Neb.
Century Projector Corp., 729 7th Ave., New York 19, N. Y.
DeVry Corp., 1111 Armitage Ave., Chicago 14, Ill.
Fidelity Amplifier Co., 703 Willow St., Chicago 14, Ill.
International Projector Corp., 92 Gold St., New York, N. Y.
Motiograph, Inc., 4431 W. Lake St., Chicago 24, Ill.
Radio Corp. of America, RCA Victor div., Camden, N. J.
Trimm Radio Mfg. Co., 1770 W. Berteau Ave., Chicago, Ill.
Wenzel Projector Co., 2505-19 S. State St., Chicago 16, Ill.

BOOKKEEPING SYSTEMS

Jay Emanuel Publications, Inc., 1225 Vine St., Philadelphia 7, Pa.

BOXOFFICES

Lobby Display Frame Co., 549 W. 52nd St., New York 19, N. Y.
Poblocki, Ben B. and Sons Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wis.
Stanley Displays, Inc., 442 W. 42nd St., New York 18, N. Y.
Universal Corp., 6710 Denton Drive, Dallas 9, Tex.

BOXOFFICE EQUIPMENT

Abbott Coin Counter Co., 143rd St. and Wales Ave., New York, N. Y.
Acorn Sheet Metal Works, 625 W. Jackson Blvd., Chicago 6, Ill.
Adair, R. H. Co., 6926 W. Roosevelt Road, Oak Park, Ill.
American Fixture and Mfg. Co., 2300 Locust Blvd., St. Louis 3, Mo.
Apex Brass and Bronze Works, Inc., 116 Walker St., New York 13, N. Y.
Associated Ticket and Register Co., Inc., 346 W. 44th St., New York 18, N. Y.
Bahn, L. Co., 123 W. Canton St., Boston 18, Mass.
Blackstone Coin Packer Co., 344 Dayton St., Madison 1, Wis.
Brandt Automatic Cashier Co., Watertown, Wis.
Dumore Chair Co., Inc., Elkhart, Ind.
Electronic Devices, Inc., 1120 S. Michigan Ave., Chicago 5, Ill.
General Register Co., 36-20 33rd St., Long Island City 1, N. Y.
Goldberg Bros., 3500 Walnut St., Denver 1, Col.
GoldE Mfg. Co., 1214 W. Madison St., Chicago 7, Ill.
Johnson Fare Box Co., 4619 Ravenwood Ave., Chicago 40, Ill.
Lamolite Corp., 682 6th Ave., New York 10, N. Y.
McGill Metal Products Co., Marengo, Ill.
Money-Meters, Inc., 17 Warren St., Providence, R. I.
Nielsen, Hecht, 1322 Congress St., Chicago 7, Ill.
Perey Turnstile Co., Inc., 101 Park Ave., New York 17, N. Y.
Royal Metal Mfg. Co., 175 N. Michigan Blvd., Chicago 1, Ill.
Sebring, A. G. Co., 2000 N. Oakley, Chicago, Ill.
Taller and Cooper, Inc., 75 Front St., Brooklyn 1, N. Y.
Theatre Control Corp., 319 Orleans St., Detroit 7, Mich.
Ticket Register Co., 30 E. Adams St., Chicago 3, Ill.

BROOMS AND BRUSHES

(See JANITOR SUPPLIES)

CARBONS

Carbons, Inc., 234 W. 44th St., Room 504, New York, N. Y.
Helios Carbons, Inc., 9 W. Park St., Newark, N. J.
National Carbon Co., Inc., 30 E. 42nd St., New York 17, N. Y.

CARPETS

Bigelow-Sanford Carpet Co., Inc., 140 Madison Ave., New York 16, N. Y.
Clinton Carpet Co., 222 N. Bank Drive, Chicago, Ill.
Firth, Inc., 295 5th Ave., New York, N. Y.
Greater N. Y. Carpet House, Inc., 250 W. 49th St., New York 20, N. Y.
Hardwick and Magee, 295 5th Ave., New York, N. Y.
Hotel and Theatre Carpet Co., 25 W. 32nd St., New York 1, N. Y.
Karagehusian, A. and M. Co., Inc., 295 5th Ave., New York 16, N. Y.
Klearflax Linen Looms, Inc., 63rd and Grand, Duluth, Minn.
Leedom, Thomas L. Co., Bristol, Pa.
Lees, James and Sons Co., Bridgeport, Pa.
Lomax Carpet Mills, Jasper and Orleans Sts., Philadelphia 34, Pa.
Mohawk Carpet Mills, Inc., 295 5th Ave., New York 16, N. Y.
Philadelphia Carpet Co., Allegheny Ave. at C St., Philadelphia, Pa.
Smith, Alexander and Sons Carpet Co., 295 5th Ave., New York 16, N. Y.

(Continued on page PT-12)

SMOOTH SWEET...



Quiet . . . dependable . . . cool as a cucumber . . .
and not expensive. A pretty picture! What more could you ask?
Why not go steady with Motiograph: It'll last for years.
Make a date through a Motiograph dealer or write Motiograph, Inc.,
4431 W. Lake St., Chicago 24, for literature on the
Motiograph projector.

NEW PRODUCTS

... that have theatre interest



Concession Attraction Sign

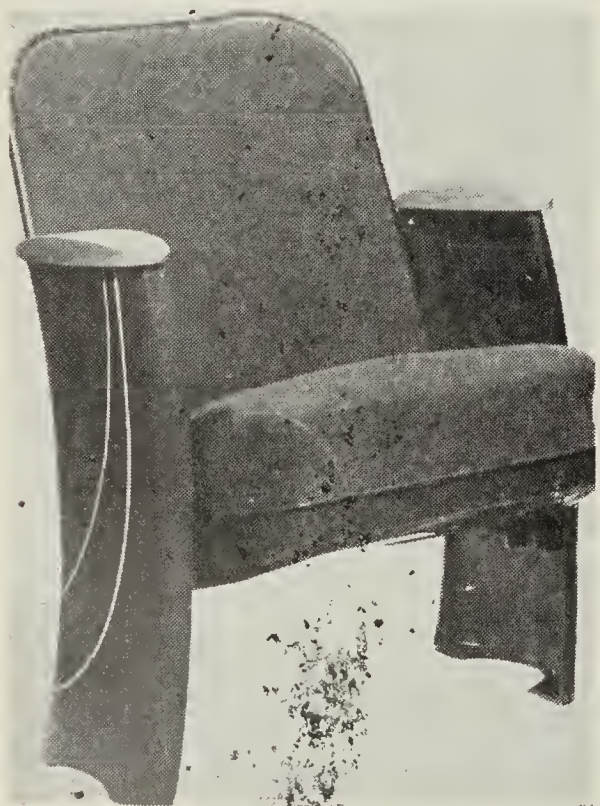
A new type of attraction sign, offered by National Theatre Supply to spotlight concession stands in both indoor and drive-in theatres, is a three-dimensional, full-color photograph of a pretty girl who seems to actually wink at the customers.

Each unit comes complete with shadow box and electric light. Two types of signs are available; one picturing the girl holding a box of popcorn and the other showing her with a cup of beverage. Both signs are available for immediate shipment and may be ordered from any of National Theatre Supply's branches from coast to coast.

Streamlined Chair

A beautiful new chair of distinction, the Griggs Starliner Model 34, is currently being introduced to the exhibitors by the Griggs Equipment Company.

The new Starliner, with its alleged resilient seat, padded back, scientifically de-

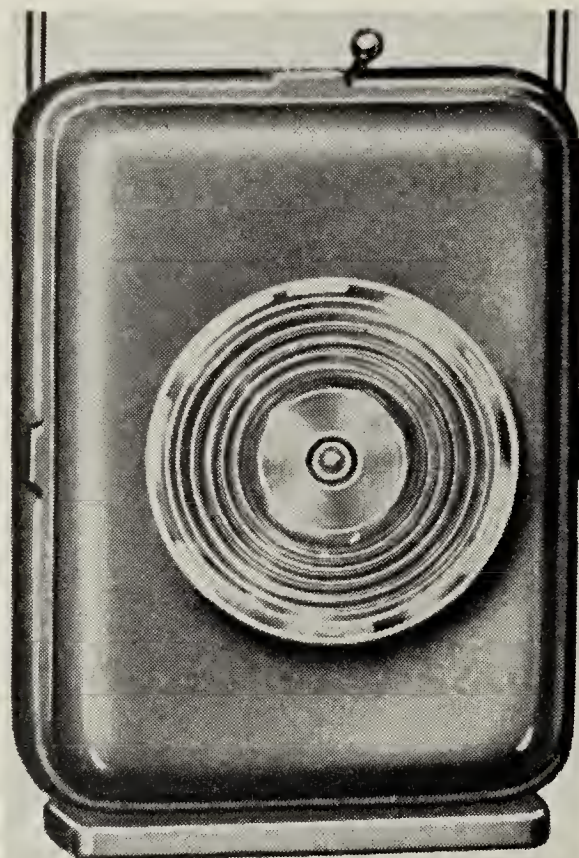


signed proportions and contours, is said to achieve genuine comfort and provide complete relaxation.

It is claimed that the new streamlined chair adds sparkling beauty to the finest auditoriums with its modern lines and smooth castings. A long, extended metal back reportedly gracefully curves to fit the streamlined pattern and the seat, automatic self-rising, is said to be designed and built for comfort over the full area, not just on the front or in the center.

Pocket-Size Flashlight

A new pocket-size flashlight, recently placed on the market by the Micro-Lite Company, is said to throw a brilliant beam a block long. It is claimed that special



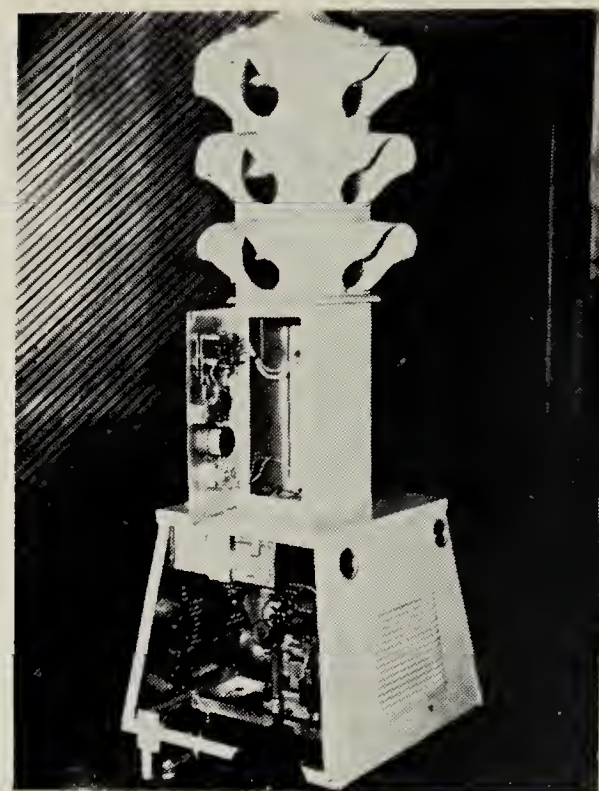
Fresnel-type lens permits the light to spread, thereby giving far greater lighting efficiency.

Two full-size, standard pen-light batteries are allegedly used inside a beautiful and sturdy red plastic case. A metal handle is attached for hanging or suspending from a wall, button, or belt, according to the manufacturer.

Portable Traffic Signal

A portable traffic signal, with its own generated power supply and said to be the only known one of its kind in existence, is said to be mounted on rubber-tired dolly wheels that reportedly enable it to be readily towed to any spot where emergency traffic control is needed, such as at accidents, fires, parades, football games, and drive-in theatres.

Standing 90 inches high, the portable signal has a 400-watt Onan electric generating plant installed in the base which is said to produce the 110-volt current

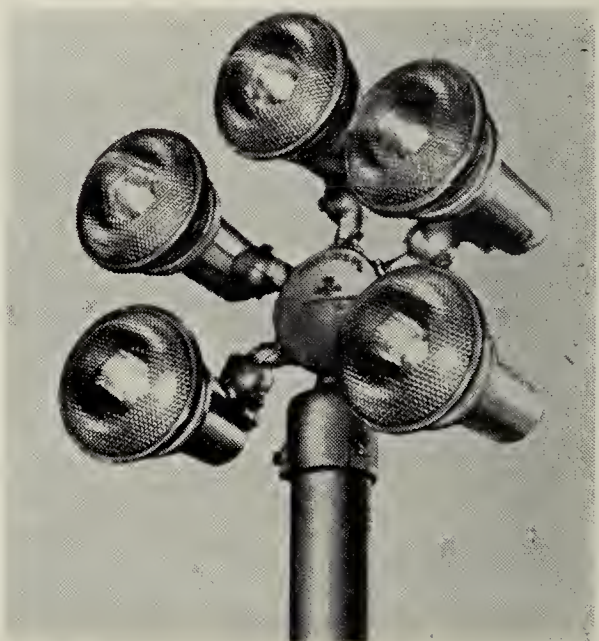


necessary to operate the control and signal. Designed to operate as a conventional signal light during normal operation, the unit can, however, it is claimed, be switched over to such a position that the light will burn red continuously on all four sides.

Weatherproof Cluster Lights

A new set of weatherproof cluster lights for outdoor protective lighting (such as around drive-ins), recently announced by Stone Manufacturing Company, and designed to conserve critical aluminum, is said to combine tough aluminum alloys that are precision die-cast under tremendous pressure to provide greater structural strength with less aluminum by weight than in conventional wiring troughs available for the same purpose.

A removable cast aluminum cover plate sealed with a heavy cork gasket allegedly provides quick, easy access to inside wiring and speeds up installation and the addition of supplementary lampholders as well. It is claimed that each box has six holes tapped 1/2" IPS to take from one to five standard lampholders for the 150-watt, 200-watt and 300-watt outdoor weatherproof reflector bulbs available as standard stock from all major lamp bulb manufacturers.



According to the manufacturer, the lights will yield years of faithful service.

(Continued on page PT-19)

Read why Sidney Lust has used only American Seating Company chairs for fifteen years!

948 American Bodiform Retractors recently installed in Viers Mill Road Theatre, Viers Mill, Maryland. Architect: Richard L. Parli, Arlington, Virginia.

SIDNEY LUST THEATRES



EXECUTIVE OFFICES: KABB BUILDING, 711 14TH ST., N. W., WASHINGTON, D. C.

September 26, 1950

Mr. Herbert Underkoffler
American Seating Company
16th & Hamilton
Philadelphia, Pa.

Dear Herbert:

The recent completion of the seating of the Viers Mill Theatre has again brought to mind how well you and your company have attended to our seating requirements, starting with our first installation of your seats at the Milo Theatre in 1935. Those first seats do not look as bright and shiny as the ones you have just installed, but for 15 years they have withstood the punishment of daily use, and are still in the best of condition and good for many, many more years. Furthermore, every chair in our circuit is an American Seating Company seat.

The fact that we get these long-wearing qualities as well as neat appearance and unusual comfort has completely sold us on your chairs.

Another important factor from our point of view which may be of interest to you is that of maintenance. There simply has been no maintenance cost to us except for an occasional simple replacement of upholstery. The seats are mechanically perfect.

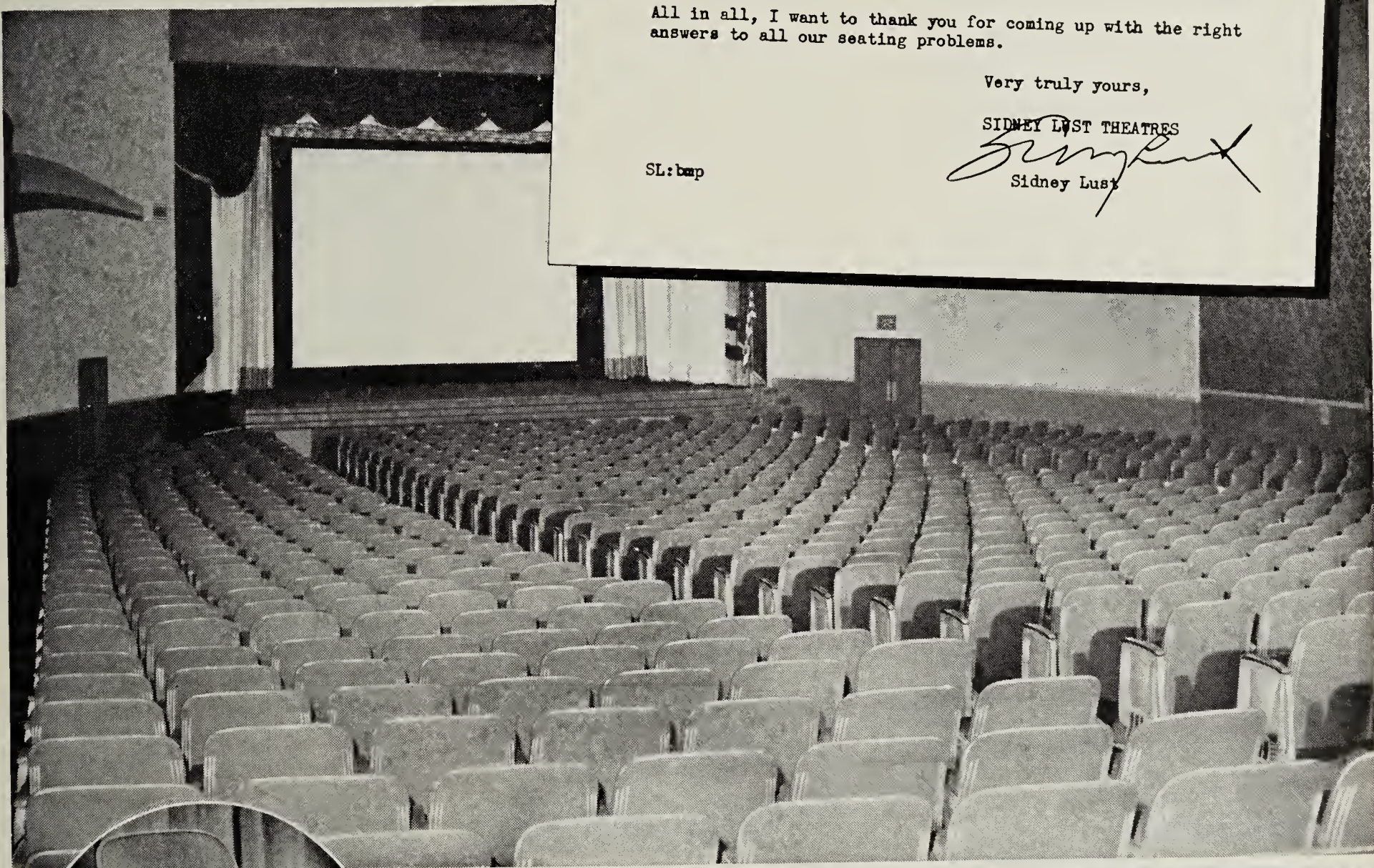
All in all, I want to thank you for coming up with the right answers to all our seating problems.

Very truly yours,

SIDNEY LUST THEATRES

Sidney Lust
Sidney Lust

SL:bap

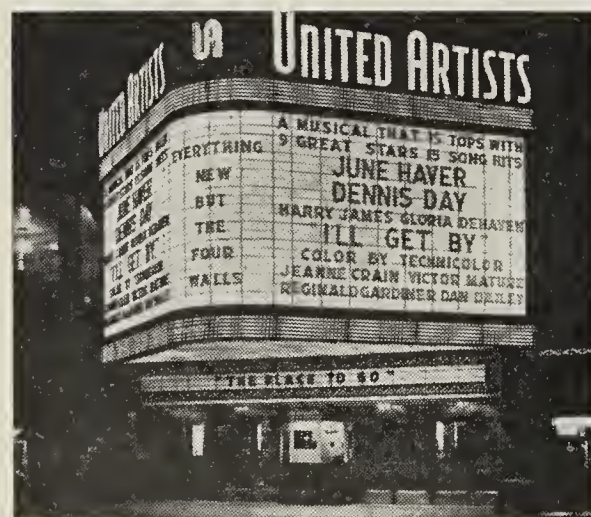
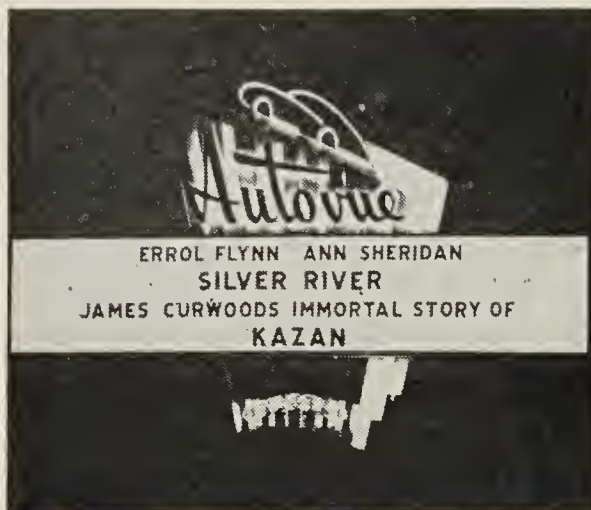
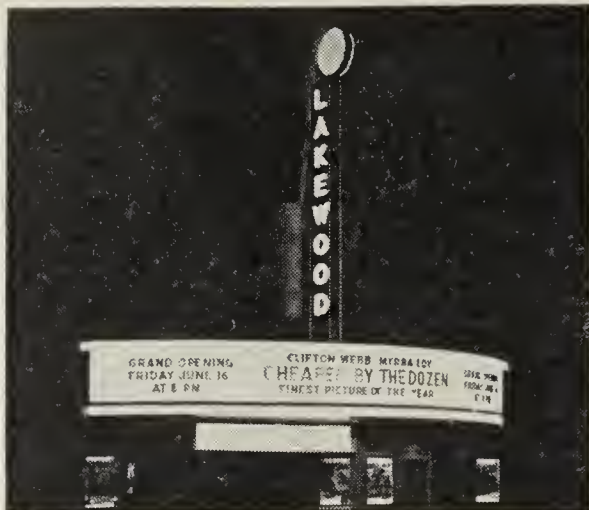


American Bodiform Retractor
No. 20-001 with No. 128 Aisle
Standard as used in the
Viers Mill Road Theatre

American Seating Company

WORLD'S LEADER IN PUBLIC SEATING

Grand Rapids 2, Michigan • Branch Offices and Distributors in Principal Cities
Manufacturers of Theatre, School, Church, Auditorium, Transportation,
Stadium Seating, and Folding Chairs



Wagner Selects Winners In Yearly Sign Contest

Cash awards in the 1950 Wagner sign photo contest were made at the annual convention of the National Electric Sign Association recently concluded in New York City. The contest has been conducted for several years by Wagner Sign Service, Inc., with franchised sign dealers and theatre equipment firms participating.

The purpose of the contest has been to stimulate interest in the correct use of signs and, particularly, changeable copy displays. Photos of installations were judged on reproduction qualities, proper spacing of letters, originality in the design of the sign and display panel, use of multiple size letters, illumination, and effectiveness of sales copy.

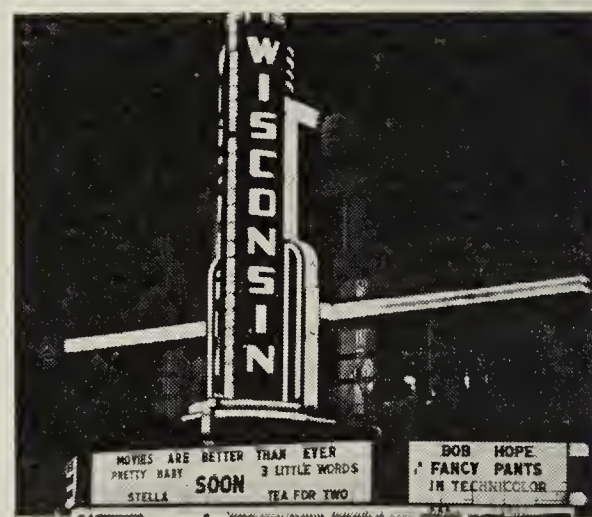
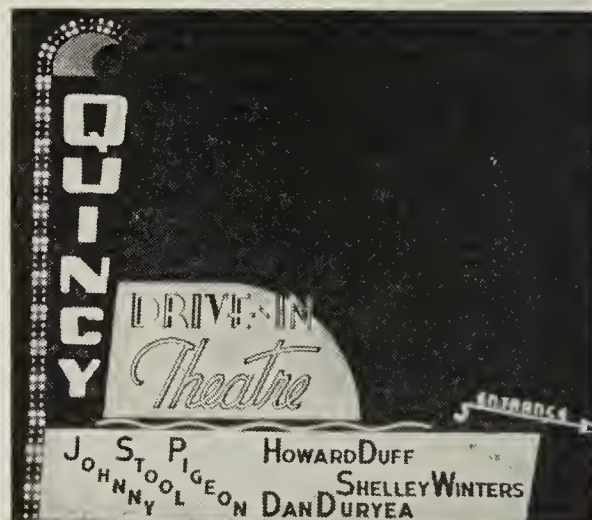
In the theatre classification, Industrial Electric Co., Inc., New Orleans, took first prize of \$400.00 for the photo of the installation of Wagner frames, letters and glass at the Saenger, Mobile, Ala. The frames of the sign have openings 21' 1" in height, the highest ever erected. Each face of the sign accommodates 18 rows of letters.

Second prize of \$200.00 went to Electrical Products Consolidated, Denver, for its photo of the Lakewood, Lakewood, Colo.

Third prize of \$100.00 was given to B. F. Shearer Co., San Francisco, for a picture of the El Rancho Drive-In, San Jose, Cal., and the fourth prize of \$75.00 was awarded to Electrical Products Consolidated, Spokane, Wash., for a photo of the Auto-Vue of that city.

There was a tie for the fifth spot with \$50.00 going to both Empire Neon Lights, Inc., Rochester, N. Y., for a picture of the Capitol, Steubenville, O., and Long Sign Co., Detroit, for its entry, the United Artists of that city.

A special award of \$25.00 was made to



Industrial Electric Co., Inc., New Orleans, for an entry on the Saenger Theatre, Pensacola, Fla.

Honorable mentions, each taking \$25.00, were awarded B. F. Shearer Co., Los Angeles, on the Compton Drive-In, Compton, Cal.; Keller Sign Co., St. Louis, on the Quincy Drive-In, West Quincy, Ill.; Marshfield Sign Co., Marshfield, Wis., on the Wisconsin, Wisconsin Rapids, Wis.; and Southwestern Theatre Equipment Co., Houston, Tex., on the Palms, Sugarland, Tex., the Trail Drive-In, and Airline Drive-In, both Houston, Tex.



RCA Service Expects Busy Year

PHILADELPHIA—Greater demands for the servicing of electronic equipment and theatre sound systems in 1951 will put additional burdens on the servicing industry, which is already feeling the pinch of manpower and material shortages, RCA Service Company district managers were told during a four-day meeting held here recently.

In preparation for the future, the company is already studying streamlined operational methods designed to make possible an expansion of service activities to meet the anticipated demand, panel speakers informed the meeting.

It was pointed out that demands for servicing will increase in ratio to whatever decrease may occur in replacement equipment coming off the production lines. Users of electronic equipment and theatre sound systems, if required to keep current equipment in operation longer than planned, will need additional servicing to maintain top operating efficiency.

Executives representing the RCA Service Company at the sessions included: E. C. Cahill, president; W. L. Jones, vice-president in charge of Technical Products Service; J. P. Boksenbom, vice-president in charge of Consumer Products Service, and F. B. Reed, vice-president in charge of Government Service.

Netter Named To Altec Post

NEW YORK—According to a recent announcement, L. D. Netter, Jr., has been appointed general sales manager of Altec Service Corporation. In addition to his service company responsibilities, Netter will be responsible for product sales made by the Service Company in its role of manufacturer's representative of Altec Lansing Corporation.

Netter joined Altec in a sales capacity in November, 1947, and recently completed heading the company's national three months' sales drive celebrating Altec's 13th anniversary. Prior to joining Altec, Netter was connected with Eagle Lion Films, Inc.

In Theatre Air Conditioning, **TYPHOON** proves



You want all your sound to come from the sound track, not from your air conditioning units. That's why you'll like Typhoon. Scientifically sound-controlled for whisper-quiet operation. Quality engineered with over-sized components to deliver full-rated capacity year after year—smoothly, dependably, trouble-free. Your patrons will *feel* air conditioning, but they won't *hear* it. And remember, Typhoon delivers cool, dehumidified air at the lowest dollar cost per ton capacity.

**TYPHOON
PACKAGED UNITS
8 WAYS BETTER**

Typhoon Units
are available
in 1½ to 20
Ton sizes

1 CHEAPER TO BUY: Up to 25% lower dollar cost than central plant system.

2 CHEAPER TO OPERATE: No waste cooling of upper area, no loss in ducts. Built-in thermostats turn off individual units when not needed.

3 FASTER TO INSTALL: Can be in operation within 5 days...no walls to tear down, no ducts to build.

4 RUGGEDLY ENGINEERED: Over-size parts insure full-rated capacity under toughest conditions.

5 SUPPLEMENTS YOUR PRESENT SYSTEM: Units can serve as additions to central cooling plant, when more air conditioning is required.

6 WRINGS OUT MOISTURE in addition to cooling, filtering and circulating...complete air conditioning in summer, with heating coils optional for winter use.

7 ZONE CONTROL: Individual zone thermostats give even temperature throughout the house.

8 QUIET OPERATION: Sound-baffled cabinet, low-speed compressor and floating spring base eliminate noise, vibration.



Write for the Typhoon Theatre Story Dept. EA

TYPHOON Air Conditioning Co., Inc.

794 Union Street, Brooklyn 15, N. Y.

Distributed by Independent RCA Theatre Supply Dealers

Prominent U. S. Manufacturers
(Continued from page PT-6)

Sponge Rubber Products Co., The, 466 Derby Place, Shelton, Conn.
Waite Carpet Co., Oshkosh, Wis.

CARPET PADDING

(See CARPETS)

CASH CONTROL EQUIPMENT

(See BOXOFFICE EQUIPMENT)

CHAIRS

American Seating Co., 9th and Broadway. Grand Rapids 2, Mich.
American School & Desk Co., Temple, Tex.
Chicago Used Chair Mart, 820 S. State St.. Chicago 5, Ill.
Fensin Seating Co., 62 E. 13th St., Chicago 5, Ill.
General Chair Co., 1308 N. Elston Ave., Chicago 22, Ill.
Griggs Equipment Co., 209 Beale St., Box 630, Belton, Tex.
Heywood-Wakefield Co., Gardner, Mass.
Ideal Seating Co., 519 Ann St., N. W., Grand Rapids, Mich.
International Seat Corp., Union City, Ind.
Irwin Seating Co., 1480 Buchanan Ave., S. E., Grand Rapids, Mich.
Kroehler Mfg. Co., 666 Lake Shore Drive, Chicago 11, Ill.
Peabody Seating Co., North Manchester, Ind.

CHAIR CUSHIONS

Dunlop Rubber Co., Sheridan Drive and Riverside Rd., Station B, Buffalo 7, N. Y.
Firestone Tire and Rubber Co., 1200 Firestone Parkway, Akron 17, O.
Hewitt-Robins, Inc., 240 Kensington Ave., Buffalo 5, N. Y.
Sponge Rubber Products Co., Howe Street, Shelton, Conn.
U. S. Rubber Co., mech. rubber goods div., 1230 Ave. of Americas, New York 20, N. Y.

CHAIR UPHOLSTERING FABRICS

American Leatherex Corp., 629 Broadway, New York, N. Y.
Apex Coated Fabrics Co., Inc., 12 E. 22nd St., New York 10, N. Y.
Asher and Boretz, Inc., 900 Broadway, New York 3, N. Y.
Athol Mfg. Co., 120 E. 41st St., New York 17, N. Y.
Atlantic Mercantile Co., 109 W. 64th St., New York 23, N. Y.
Bolta Products Sls., Inc., 151 Canal St., Lawrence, Mass.
Celanese Corp. of America, plastic div., 180 Madison Ave., New York 16, N. Y.
Chicopee Sales Corp., 40 Worth St., New York 13, N. Y.
Cotan Corp., 331 Oliver St., Newark, N. J.
DuPont, E. I. DeNemours and Co., 350 5th Ave., New York 1, N. Y.
Firestone Rubber and Latex Products Co., Firestone Foamex div., Fall River, Mass.
Foster, F. A. and Co., 38 Chauncy St., Boston 11, Mass.
Goodall Fabrios, Inc., 525 Madison Ave., New York 22, N. Y.
Goodrich, B. F. Co., 500 S. Main St., Akron, O.
Hoenigsberger, H. L., 149 N. Wacker Drive, Chicago 6, Ill.
Maiko Fabric Co., 247-13 Jamaica Ave., Bellrose, L. I., N. Y.
Masland Duraleather Co., 3234-90 Amber St., Philadelphia 34, Pa.
National Plastic Products Co., Odenton, Md.
Pantasote Co., Inc., 444 Madison Ave., New York 22, N. Y.
Rayon Corp. of America, 350 5th Ave., New York 1, N. Y.
Textileather Corp., 607 Madison Ave., Toledo 3, O.
Textil-Vynol Distributors, Inc., 111 Lincoln St., Boston, Mass.
Tufford Seat Covers, Inc., 140 West "B" St., San Diego 1, Calif.
Weymouth Art Leather Co., South Braintree, Mass.

CHANGEOVERS

Ballantyne Co., 1707 Davenport St., Omaha, Neb.
Essannay Electric Mfg. Co., 1438 N. Clark St., Chicago 10, Ill.
Weaver Mfg. Co., 1353 E. Firestone Blvd., Los Angeles 1, Cal.

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General Electric Co., Electronic Dept., Syracuse, N. Y.
Kellogg Switchboard and Supply Co., 6650 S. Cicero St., Chicago 38, Ill.
Kooled Kords, Inc., 1565 Dixwell Ave., New Haven, Conn.
Western Insulated Wire Co., 1001 E. 62nd St., Los Angeles 1, Calif.

COIN CHANGERS

(See BOXOFFICE EQUIPMENT)

COLOR WHEELS

Best Devices Co., 10516 Western Ave., Cleveland 11, O.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Kliegl Bros., 321 W. 50th St., New York 19, N. Y.

CONDENSERS

Bausch and Lomb Optical Co., 635 St. Paul St., Rochester 2, N. Y.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Fish-Schurman Corp., 230 E. 45th St., New York 17, N. Y.

CONFECTION STANDS

Calumet Coach Co., 11575 S. Wabash Ave., Chicago 28, Ill.
Columbus Show Case Co., 850 W. 5th Ave., Columbus 8, O.
Karl Hansen Co., 1600 Paydros St., New Orleans, La.
Simplex Store Equip. Co., div., Grand Rapids Co., 25 Commerce St., S. W., Grand Rapids, Mich.
Supurdisplay, Inc., 236 N. Water St., Milwaukee, Wis.
Weber Showcase and Fixture Co., Inc., 5700 Avalon Blvd., Los Angeles 54, Calif.
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Calif.
Woodwork Corp. of America, 1432 W. 21st St., Chicago 8, Ill.

CUPS (Paper)

Dixie Cup Co., 24th and Dixie Ave., Easton, Pa.
Lily-Tulip Cup Corp., 122 E. 42nd St., Chin Bldg., New York 17, N. Y.

CURTAINS

(See DECORATION)

CURTAIN CONTROLS AND TRACK

Automatic Devices Co., 1035 Linden St., Allentown, Pa.
Clancy, J. R., Inc., 1010 W. Belden Ave., Syracuse 4, N. Y.
Mitchell, Hubert, Industries, Inc., Hartselle, Ala.
Vallen, Inc., 225 Bluff St., Akron 4, O.
Weaver Mfg. Co., 1353 E. Firestone Blvd., Los Angeles 1, Calif.

CROWD CONTROL EQUIPMENT

Lawrence Metal Products, Inc., 434 Broadway, New York 13, N. Y.
Perey Turnstile Co., Inc., 101 Park Ave., New York 17, N. Y.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Universal Corp., 6710 Denton Drive, Dallas 9, Texas

DECORATION

Battisti Studios, 1564 Broadway, New York 18, N. Y.
Bil-Art Studios, Inc., 548 W. 53rd St., New York 19, N. Y.
Blank, Frederic and Co., Inc., 230 Park Ave., New York 17, N. Y.
Brodsky, David E. Assoc., 242 N. 13th St., Philadelphia 7, Pa.
Continental Theatre Studios, 519 Metro Bldg., Akron 8, O.
Dazian's, Inc., 142 W. 44th St., New York, N. Y.
Dobesch, Joseph Assoc., Inc., 253 W. 47th St., New York 19, N. Y.
Frankel Assoc., 218 West 47th St., New York 19, N. Y.
Great Western Stage Equip. Co., Inc., 1324-26 Grand Ave., Kansas City, Mo.
Greiwe, Inc., 2426-32 Reading Rd., Cincinnati, O.
Grosh, R. L. and Sons Scenic Studios, 4114 Sunset Blvd., Hollywood 27, Cal.
Gull Industries, Inc., 1024 Keith Bldg., Cleveland 15, O.
Hansen, Joseph C. Co., 423 W. 43rd St., New York 18, N. Y.
Houston Scenic Studios, 7026 Sherman Ave., Houston, Texas
Kenney, Charles H., Studios, Inc., 1440 Broadway, New York 18, N. Y.
Knoxville Scenic Studios, 609 Phillips Ave., Knoxville 4, Tenn.
Maharam Fabric Corp., 130 W. 46th St., New York 19, N. Y.
Marsh Wall Products, Inc., 5082 Main St., Dover, O.
Metropolitan Scenic Studios, Inc., 1611 Davenport St., Omaha, Neb.
Mitchell, Hubert, Industries, Inc., Hartselle, Ala.
Mork Green Studios, 243 W. Congress St., Detroit 26, Mich.
Mosaic Tile Co., The, Zanesville, O.
National Studios, 145 W. 45th St., New York 19, N. Y.
Northwest Scenic Studios, 607 Marshall St., N. E., Minneapolis, Minn.
Novelty Scenic Studios, Inc., 32-34 W. 60th St., New York 23, N. Y.
Paramount Decorating Co., Inc., 311 N. 13th St., Philadelphia 7, Pa.
Premier Studios, 414 W. 45th St., New York 19, N. Y.
Rambusch Decorating Co., 2 W. 45th St., New York 19, N. Y.

PHYSICAL THEATRE DEPARTMENT of EXHIBITOR

Ran Studios, Inc., 104 W. 42nd St., New York, N. Y.
Riseman, William, Assoc., 162 Newbury St., Boston, Mass.
Sebco, Inc., 1011 Curie Ave., Minneapolis, Minn.
Stevens, Frank W. Co., 544 Newbury St., Boston, Mass.
Teichert, Hanns R. Studios, 1311 N. Wells St., Chicago, Ill.
Theatre Production Service, 1430 Broadway, New York 18, N. Y.
Weiss, I. and Sons, Inc., 445 W. 45th St., New York 19, N. Y.

DEODORANTS

(See EXTERMINATOR SUPPLIES AND SERVICES)

DESKS AND OFFICE EQUIPMENT

Remington-Rand, Inc., 315 4th Ave., New York 10, N. Y.
Yawman and Erbe Mfg. Co., 1099 Jay Strcet, Rochester 3, N. Y.

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(See SWITCHBOARDS)

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Art In Metal Co., 511 Manhattan Ave., Brooklyn 22, N. Y.
Beach Co., The, Coshocton, O.
Champion Metal Moulding Corp., 234 E. 151st St., New York 51, N. Y.
Lobby Display Frame Corp., 549 N. 52nd St., New York 19, N. Y.
Poblocki, Ben B. and Sons Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wis.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Sioux Metal Products Co., P. O. Box 430, Bedford, O.
Stanley Displays, Inc., 442 W. 42nd St., New York 18, N. Y.
Theatre Specialties, Inc., 1615 Cordova St., Los Angeles 7, Calif.
Universal Corp., 6710 Denton Drive, Dallas 9, Tex.
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Calif.

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Kawneer Co., 2510 Front St., Niles, Mich.
Lawrence Metal Products, Inc., 434 Broadway, New York 13, N. Y.
Norton Door Closer Co., div., Yale and Towne Mfg. Co., Chicago 18, Ill.
Norton Lasier Co., Inc., 466 W. Superior St., Chicago, Ill.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Rixon Mfg. Co., 4450 W. Carroll Ave., Chicago, Ill.
Stanley Works, 111 Elm St., New Britain, Conn.
Universal Corp., 6710 Denton Drive, Dallas 9, Texas
Vonnegut Hardware Co., 402 West Maryland St., Indianapolis 4, Ind.
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Calif.
Yale and Towne Mfg. Co., Stamford div., 200 Henry St., Stamford, Conn.

DRAPERIES

(See DECORATION)

DRAPERY AND WALL COVERINGS

(See DECORATION)

DRINKING CUPS

(See CUPS, PAPER)

DRINKING FOUNTAINS

Ebeo Mfg. Co., 401 W. Town St., Columbus, O.
General Motors Corp., Frigidaire, commercial and air cond. div., 300 Taylor St., Dayton 1, O.
Puro Filter Corp. of America, 440 Lafayette St., New York 3, N. Y.
Sunroc Refrigeration Co., Glen Riddle, Pa.
Voigt Co., 1649 N. Broad St., Philadelphia 2, Pa.
Westinghouse Electric Corp., 983 Page Blvd., East Springfield, Mass.

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Anderson & Wagner, Inc., 8701 S. Mettler St., Los Angeles 3, Cal.
A. Dalkin, 3232 N. Kilpatrick, Chicago, Ill.
Dad's Root Beer Co., 2800 N. Talman Ave., Chicago 18, Ill.
Drincolator, 3700 Oakwood Ave., Youngstown, O.
Orange Crush Co., 314 W. Superior St., Chicago 10, Ill.

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Carpenter Mfg. Co., 2 Bradley St., Summerville, Mass.
Fairbanks, Morse and Co., 600 S. Michigan Ave., Chicago 5, Ill.
Onan, D. W. Sons Co., 43 Royalston Ave., Minneapolis, Minn.
Ready Power Co., 2270 E. Jefferson Ave., Detroit, Mich.
Square D Co., 6060 Rivaud St., Detroit 11, Mich.

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Lundy, E. A., Inc., 420 Lexington Ave., New York 17, N. Y.
Mitchell-White Corp., 12 E. 22nd St., New York, N. Y.
Sani-Toil Labs., 121 Main St., Joplin, Mo.
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Welch Equipment Co., 224 S. Michigan Ave., Chicago, Ill.
West Disinfecting Co., 42-16 West Street, Long Island City, N. Y.

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Anchor Post Fence Co., 6695 Eastern Ave., Baltimore 24, Md.

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Chicago Metal Mfg. Co., 3724 S. Rockwell St., Chicago 32, Ill.
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Hawthorne Mfg. Co., 2930 27th Ave., S., Minneapolis, Minn.
Neumade Products Corp., 427 W. 42nd St., New York 18, N. Y.

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Bostwick Laboratories, 706 Bostwick Ave., Bridgeport, Conn.
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General Detroit Corp., 2270 E. Jefferson Ave., Detroit 7, Mich.
Pyrene Mfg. Co., 560 Belmont Ave., Newark 8, N. J.
Snyder, M. L. and Son, Jasper and York Sts., Philadelphia 25, Pa.

FIRE HOSE

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General Detroit Corp., 2270 E. Jefferson Ave., Detroit 7, Mich.

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FIRE SHUTTERS

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Trumbull Electric Mfg. Co., 41 Woodford Ave., Plainville, Conn.

FLOODLIGHTS

(See LIGHTING FIXTURES)

FLOORING MATERIALS

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Congoleum-Nairn, Inc., 195 Belgrove Drive, Kearney, N. J.
Fremont Rubber Co., 115 McPherson Hwy., Fremont, O.
Goodyear Tire and Rubber Co., Inc., flooring div., 600 W. 58th St., New York 19, N. Y.
Homasote Co., Fernwood Rd., Trenton 3, N. J.
Hood Rubber Co., div., B. F. Goodrich Co., Watertown, Mass.
Marble Institute of America, 108 Forster Ave., Mount Vernon, N. Y.
Mosaic Tile Co., Zanesville, Ohio
National Terrazzo and Mosaic Assn., 1420 New York Ave., N. W., Washington 5, D. C.
Sloane-Blabon Corp., 295 5th Ave., New York 16, N. Y.
Taylor Mfg. Co., 3056 W. Meinelke St., Milwaukee, Wis.
Tile-Tex Co., Inc., 1232 McKinley St., Chicago Heights, Ill.

FLOOR AND TABLE LAMPS

(See LIGHTING FIXTURES)

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Black Light Products Co., 67 E. Lake St., Chicago 1, Ill.

Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
General Electric Co., 1285 Boston Ave., Bridgeport 2, Conn.
General Luminescent Corp., 638 S. Federal St., Chicago, Ill.
Guth Bros., 2615 Washington Blvd., St. Louis 3, Mo.
Stroblite Co., 35 W. 52nd St., New York 19, N. Y.
Switzer Bros., 4732 St. Clair Ave., Cleveland, O.

FOOTLIGHTS

(See LIGHTING FIXTURES)

FRONTS

Davidson Enamel Products Co., 450 E. Kibby St., Lima, O.
Formica Insulation Co., 4654 Spring Grove Ave., Cincinnati 32, O.
Kawneer Co., 2510 Front St., Niles, Mich.
Poblocki, Ben B. Sons and Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wis.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.

Seaporcel Porcelain Metals, Inc., 28-20 Borden Ave., Long Island City 1, N. Y.
Toledo Porcelain Products Co., 2275 Snead Ave., Toledo, O.

FURNITURE

Heywood-Wakefield Co., Gardner, Mass.
Krochler Mfg. Co., 666 Lake Shore Drive, Chicago 11, Ill.
Royal Metal Mfg. Co., 175 N. Michigan Blvd., Chicago 1, Ill.

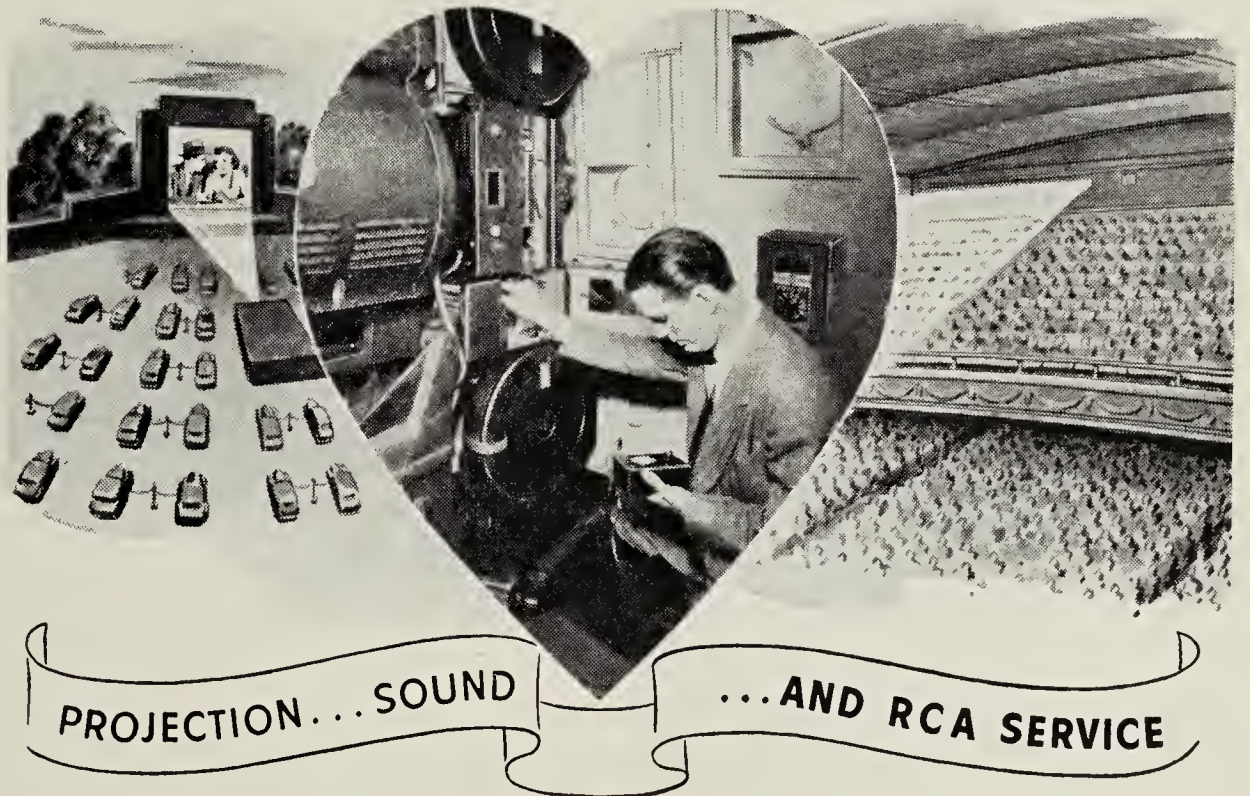
GENERATORS

Automatic Devices Co., 1035 Linden St., Allentown, Pa.
Ballantine Co., The, 1707 Davenport St., Omaha, Neb.
Hertner Electric Co., 12690 Elmwood Ave., Cleveland 11, O.
Imperial Electric Co., 84 Ira Ave., Akron, O.
Motiograph, Inc., 4431 W. Lake St., Chicago 24, Ill.
Robin, J. E., Inc., 330 W. 42nd St., New York 18, N. Y.

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Chicago Hardware Foundry Co., Sani-Dri div., 2500 N. Commonwealth Ave., Chicago, Ill.
Electric-Aire Corp., 209 W. Jackson Blvd., Chicago, Ill.

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(See CROWD CONTROL EQUIPMENT)

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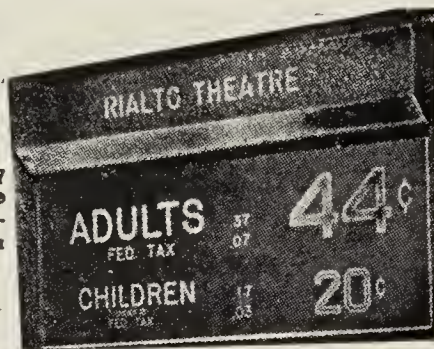
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Trimm Radio Mfg. Co., 1770 W. Berteau Ave., Chicago, Ill.

Western Electric Co., 195 Broadway, New York 7, N. Y.
Zenith Radio Corp., 6001 Dickens St., Chicago 39, Ill.

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Theatrecraft Manufacturing Corp., 1878 E. 18th St., Cleveland 17, O.

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American Foundry and Furnace Co., Washington and McClun, Bloomington, Ill.
American Radiator and Standard Sanitary Corp., P. O. Box 1226, Pittsburgh 30, Pa.
Grinnell Co., Inc., 260 W. Exchange St., Providence, R. I.
Petroleum Heat and Power Co., Southfield Ave., Stamford, Conn.
Skinner Heating and Ventilating Co., Inc., 1948-60 N. 9th St., St. Louis, Mo.
U. S. Radiator Co., 535 Griswold St., Detroit, Mich.
Vapor Heating Corp., 80 E. Jackson Blvd., Chicago, Ill.

ICE CUBE MAKERS

Baker Refrigeration Corp., South Windham, Me.

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Mitchell-White Corp., 12 E. 22nd St., New York, N. Y.
Todd Shipyards Corp., 81-16 45th Ave., Queens, N. Y.
Welch Equipment Co., 224 S. Michigan Ave., Chicago, Ill.
West Disinfecting Co., 42-16 West St., Long Island City, N. Y.

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Aetna Plywood and Veneer, 1741 Elston Ave., Chicago 22, Ill.
Alfol Insulation Co., Chrysler Bldg., New York, N. Y.
Celotex Corp., 120 S. LaSalle St., Chicago 3, Ill.
Certain-Teed Products Corp., Ardmore, Pa.
Hall, G. R. and Sons, 516 5th Ave., New York, N. Y.
Homasote Co., Fernwood Ave., Trenton 3, N. J.
Insulite Co., 1100 Builders Exchange Bldg., Minneapolis, Minn.
Keasbey and Mattison Co., Ambler, Pa.
Kelly Island Lime and Transport Co., Leader Bldg., Cleveland, O.
Kimberly-Clark Corp., Neenah, Wis.
National Gypsum Co., 325 Delaware St., Buffalo 2, N. Y.
Owens-Corning Fiberglas Co., 2033 Nicholas Bldg., Toledo 1, O.
Pittsburgh-Corning Corp., Grant Bldg., Pittsburgh 22, Pa.
U. S. Gypsum Co., 300 W. Adams St., Chicago, Ill.
U. S. Plywood Corp., 55 W. 44th St., New York 18, N. Y.
U. S. Rock Wool Co., 40 S. Main, Salt Lake City 1, Utah
Universal Zonolite Insulation Co., 135 S. LaSalle St., Chicago 3, Ill.
Wood Conversion Co., 1st National Bldg., St. Paul 1, Minn.

INTERCOMMUNICATING TELEPHONES

Operadio Mfg. Co., St. Charles, Ill.
R. W. Neill Co., 1811 Carroll Ave., Chicago 12, Ill.
Westrex Corp., 111 8th Ave., New York 11, N. Y.

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Afta Solvents Corp., 470 W. 128th St., New York 27, N. Y.
Fuld Bros., 702 S. Wolfe St., Baltimore 31, Md.
Fuller Brush Co., The, Main St., Hartford, Conn.
Holcomb, J. I. Mfg. Co., 1601 Barth Ave., Indianapolis, Ind.
Horn, A. C. Co., 43-36 Tenth St., Long Island City 1, N. Y.
Hospital Specialty Co., The, 1991 E. 66th St., Cleveland 3, O.
Kinner Products Co., E. Broad St., Pataskala, O.
Morton Salt Co., 310 S. Michigan Ave., Chicago 4, Ill.
Sanitex Co., 14182 Meyers Rd., Detroit 27, Mich.
Straubel Paper Co., Green Bay, Wis.
U. S. Sanitary Specialties Co., 435 S. Western Ave., Chicago 12, Ill.
West Disinfecting Co., 42-16 West St., Long Island City, N. Y.

KIDDIE RIDES (Drive-In)

Miniature Train Co., Rennsalaer, Ind.

LADDERS

American Ladder Co., 5235 S. Keeler Ave., Chicago, Ill.
Chesbro-Whitman Co., Inc., 38-21 12th St., Long Island City 1, N. Y.
Dayton-Harker Co., 2337 Gilbert Ave., Cincinnati 6, O.

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Radiant Lamp Corp., 300 Jelliff Ave., Newark 8, N. J.
Save Electric Corp., 615 Front St., Toledo 5, O.
Sharlin Bros., 115 Ewing St., Trenton, N. J.
Sheldon Electric Co., Inc., 76 Coit St., Irvington, N. J.
Sylvania Electric Products, Inc., 500 5th Ave., New York 18, N. Y.
Tung-Sol Lamp Works, Inc., 95 8th Ave., Newark 4, N. J.
Westinghouse Electric Corp., lamp div., Bloomfield, N. J.
Westinghouse Electric Corp., lighting div., Edgewater Park, Cleveland, O.

LENSES

American Optical Co., 19 Doat St., Buffalo 11, N. Y.
Bausch and Lomb Optical Co., 635 St. Paul St., Rochester 2, N. Y.
Hex Optical Co., 690 Portland St., Rochester 5, N. Y.
Kollmorgen Optical Corp., 2 Franklin Ave., Brooklyn 11, N. Y.
Projection Optics Co., Inc., 330 Lyell Ave., Rochester 6, N. Y.
Wollensak Optical Mfg. Co., 850 Hudson Ave., Rochester, N. Y.
Zenith Optical Co., Huntington, W. Va.

LIGHTING (DRIVE-INS)

Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Clancy, J. R., Inc., 1010 Belden Ave., Syracuse 4, N. Y.
Drive-In Theatre Mfg. Co., Inc., 729 Baltimore Ave., Kansas City 6, Mo.
Federal Electric Products Co., Wm. Wurdack div., 50 Paris St., Newark, N. J.
General Electric Co., lamp div., Nela Park, Cleveland 12, O.
Moonlight Movie System, 655 E. Foothill Drive, Rialto, Calif.
Revere Electric Mfg. Co., 6009 N. Broadway, Chicago 4, Ill.
Superior Electric Co., 83 Laurel St., Bristol, Conn.
Westinghouse Electric Corp., lamp div., Bloomfield, N. J.

LIGHTING FIXTURES

Adams Lighting, Inc., 48 W. 27th St., New York 1, N. Y.
Allbrite Electric Co., 3917 Kedzie Ave., N., Chicago, Ill.
Art Metal Co., 1814 E. 40th St., Cleveland 3, O.
Belson Mfg. Co., 1442 W. VanBuren St., Chicago, Ill.
Black, M., Mfg. Co., 300 N. 3rd St., Philadelphia 6, Pa.
Brightlight Reflector Co., Fairfield Ave. and State St., Bridgeport 5, Conn.
Capitol Stage Lighting Co., 527 W. 45th St., New York 19, N. Y.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Clancy, J. R., Inc., 1010 Belden Ave., Syracuse 4, N. Y.
Curtis Lighting, Inc., 6135 W. 65th St., Chicago 38, Ill.
Cutler-Hammer, Inc., 315 N. 12th St., Milwaukee 1, Wis.
Eagle Electric Mfg. Co., Inc., 23-10 Bridge Plaza, S., Long Island City 1, N. Y.
General Electric Co., 1285 Boston Ave., Bridgeport 2, Conn.
General Electric Co., Schenectady, N. Y.
General Electric Co., lamp div., Nela Park, Cleveland 12, O.
General Luminescent Corp., 638 S. Federal St., Chicago, Ill.
GoldE Mfg. Co., 1214 W. Madison St., Chicago 7, Ill.
Grimes Mfg. Co., Urbana, O.
Guth Bros., 2615 Washington Blvd., St. Louis 3, Mo.
Hub Electric Co., 2225 Grand Ave., Chicago 12, Ill.
Jewell Products Co., 266 Glenwood Ave., Bloomfield, N. J.
Kliedl Bros., 321 W. 50th St., New York 19, N. Y.
Major Equip. Co., 4603 Fullerton Ave., Chicago 39, Ill.
Mitchell, Hubert, Industries, Inc., Hartselle, Ala.
Revere Electric Mfg. Co., 6009 N. Broadway, Chicago 4, Ill.
Reynolds Electric Co., 2650 W. Congress St., Chicago 12, Ill.
Spero Electric Corp., 18222 Lanken, Cleveland 19, O.
Sperti, Inc., Norwood Station, Cincinnati 12, O.
Strong Electric Co., 87 City Park Ave., Toledo, O.
Summerour and Devine, Inc., 115 W. 17th St., Kansas City 8, Mo.
Taito, Ltd., 39 E. 50th St., New York, N. Y.
Tiffin Scenic Studios, Tiffin, O.
Voigt Co., 1649 N. Broad St., Philadelphia 22, Pa.
Westinghouse Electric Corp., lamp div., Bloomfield, N. J.
Westinghouse Electric Corp., lighting div., Edgewater Park, Cleveland, O.
Winston, Charles J. and Co., Inc., 2 W. 47th St., New York, N. Y.

LOBBY HARDWARE

Altschul, A. H. Co., 9-11 White St., New York 13, N. Y.
Apex Brass and Bronze Works, Inc., 116 Walker St., New York 13, N. Y.
Art In Metal Co., 511 Manhattan Ave., Brooklyn 22, N. Y.

Compco Corp., 2257 W. St. Paul Ave., Chicago 47, Ill.
Lawrence Metal Products, Inc., 434 Broadway, New York 13, N. Y.
Lawson, F. H. Co., Evans and Whateley Sts., Cincinnati 4, O.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Sioux Metal Products Co., P. O. Box 430, Bedford, O.
Smokador Mfg. Co., Inc., Nelson St., Bloomfield, N. J.
Theatre Specialties, Inc., 1615 Cordova St., Los Angeles 7, Calif.
Universal Corp., 6710 Denton Drive, Dallas 9, Tex.

MARQUEES

(See SIGNS AND MARQUEES)

MATS, COCOA

Heywood-Wakefield Co., Gardner, Mass.

MATS, RUBBER

Altschul, A. H. Co., 9-11 White St., New York 13, N. Y.
American Mat Corp., 2018 Adams St., Toledo 2, O.
American Tile and Rubber Co., Perrine Ave., Trenton, N. J.
Avenue Mfg. and Sales Co., 1835 N. Milwaukee Ave., Chicago, Ill.
Brabrook, A. N., 424 Madison Ave., New York, N. Y.
Durable Mat Co., 2926 16th St., S. W., Seattle, Wash.
Fremont Rubber Co., 115 McPherson Hwy., Fremont, O.
Goodyear Tire and Rubber Co., flooring div., 600 W. 58th St., New York 19, N. Y.
Lorraine Rubber Engineering Corp., 286 Fifth Ave., New York 1, N. Y.
Musson R. C. Rubber Co., 10 S. College Ave., Akron, O.
National Mat Co., 72 Kingsley St., Buffalo, N. Y.
Perfo Mat and Rubber Co., 281 5th Ave., New York 16, N. Y.
U. S. Rubber Co., mech. rubber goods div., 1230 Ave. of Americas, New York 20, N. Y.

MIRRORS

Carvarts, Inc., 7025 Santa Monica Blvd., Hollywood 38, Calif.
Pittsburgh Plate Glass Co., 632 Duquesne Way, Pittsburgh 19, Pa.

MURALS

(See DECORATION)

ORNAMENTAL METALWORK

Architectural Bronze Studios, Inc., 2600 S. 10th St., St. Louis, Mo.
Artcraft Ornamental Iron Co., 724 E. Hudson St., Columbus, O.
International Nickel Co., Inc., 67 Wall St., New York 5, N. Y.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Universal Corp., 6710 Denton Drive, Dallas 9, Tex.

PLAYGROUND EQUIPMENT (Drive-Ins)

Ahrens Mfg. Co., Inc., Grinnell, Iowa.
Allan Herschell Co., North Tonawanda, N. Y.
American Playground Device Co., Anderson, Ind.
Burke, J. E., Co., Found. Lac., Wis.
Ewart, H. E., Co., 707 E. Greenleaf St., Compton, Cal.
King Amusement Co., Mt. Clemens, Mich.
Miniature Train Co., Rensselaer, Ind.
National Amusement Device Co., 39 Hatfield Ave., Dayton 7, O.
National Theatre Supply, 92 Gold St., New York 7, N. Y.

PLUMBING FIXTURES

American Radiator and Standard Sanitary Corp., P. O. Box 1226, Pittsburgh 30, Pa.
Bradley Washfountain Co., 2203 W. Michigan St., Milwaukee 1, Wis.
Crane Co., 836 S. Michigan Blvd., Chicago 1, Ill.
Kohler Co., Kohler, Wis.
Sexauer, J. A. Mfg. Co., Inc., 2503-5 3rd Ave., New York 5, N. Y.
Sperzel Sanitary Seat Co., 123 14th Ave., S., Minneapolis, Minn.
Standard Art, Marble and Tile Co., 117 "D" Street, N. W., Washington, D. C.

POPCORN MACHINES

ABC Popcorn Co., 3441 W. North Ave., Chicago 47, Ill.
American Popcorn Co., Sioux City 6, Iowa.
Atkins Popcorn Co., 1014 S. Lamar St., Dallas, Tex.
Auto-Vend, Inc., P. O. Box 5998, Dallas, Tex.
Blevins Popcorn Co., P. O. Box 278, Nashville 2, Tenn.
Cretors, C. and Co., 630 W. Cermak Rd., Chicago, Ill.
Dunbar and Co., 2652 W. Lake St., Chicago 12, Ill.
Farmer Boy Corn and Equip. Co., Liberty Ave. at 180th St., Jamaica 5, L. I., N. Y.
Geisler, J. R. and Assoc., 8804 Hollywood Blvd., Hollywood, Cal.
Gold Medal Products Co., 318 E. 3rd St., Cincinnati 2, O.
J and N Popcorn Specialties, 1451 W. 69th St., Chicago, Ill.
Krispy Kist Korn Machine Co., 120 Halsted St., Chicago 6, Ill.

Long-Eakins Co., 27 Primrose Ave., Springfield, O.
Manley, Inc., 1920 Wyandotte St., Kansas City 8, Mo.
National Theatre Supply, 92 Gold St., New York 7, N. Y.
Pronto Popcorn Sales, Inc., 702 Beacon St., Boston, Mass.
Salkin, M. A., 1325 S. Wabash St., Chicago, Ill.
Star Mfg. Co., 6300 St. Louis Ave., St. Louis 20, Mo.
Supurdisplay, Inc., 236 N. Water St., Milwaukee, Wis.
Viking Popcorn Machines, Inc., 1001 N. Vermont Ave., Los Angeles 27, Calif.
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Calif.

POPCORN SUPPLIES

American Popcorn Co., Sioux City 6, Iowa
Best Foods, Inc., 1 East 43rd Street, New York 17, N. Y.
Manley, Inc., 1920 Wyandotte St., Kansas City 8, Mo.
National Theatre Supply, 92 Gold St., New York 7, N. Y.
Farmer Boy Corn & Equipment Co., Liberty Ave. at 180th St., Jamaica 5, L. I., N. Y.
C. F. Simonins Sons, Inc., Belgrade and Tioga Sts., Philadelphia, Pa.

POPCORN WARMERS

(See POPCORN MACHINES)

PRE-FAB FRONTS

(See FRONTS)

PREMIUM DISTRIBUTORS

Metro Premium, 334 W. 44th St., New York, N. Y.
Price Theatre Premiums, 352 W. 44th St., New York, N. Y.
Quality Premium Co., 1309 Vine St., Philadelphia 7, Pa.
Shure, N. and Co., 200 W. Adams St., Chicago 6, Ill.
West Bend Aluminum Co., West Bend, Wis.

PROJECTION LAMPS

Ashcraft, C. S. Mfg. Co., 3632 38th St., Long Island City 1, N. Y.
Ballantyne Co., 1707 Davenport St., Omaha, Neb.
Forest, Harrison, Inc., 207 Railroad Ave., Harrison, N. J.
McAuley, J. E. Mfg. Co., 554 W. Adams St., Chicago 6, Ill.
Motiograph, Inc., 4431 W. Lake St., Chicago 24, Ill.
National Theatre Supply, 92 Gold St., New York 7, N. Y.
Radio Corp. of America, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
Strong Electric Co., 87 City Park Ave., Toledo, O.

Extract from Committee Report

SUMMARY OF PROCEEDINGS MID-CENTURY CONVENTION THEATRE OWNERS OF AMERICA, Inc.

"We recommend that you examine your equipment closely and that equipment in which you cannot see at least a three year expectancy of satisfactory service be replaced or repaired. Already there is a growing shortage among certain parts; however, let us not create our own shortages by hoarding."

*Where Theatre
Modernization Begins!*

NATIONAL
THEATRE SUPPLY
Division of National • Simplex • Bludworth, Inc.

THE ALL-NEW, ALL-STEEL

IDEAL

Universal chairs

effect big savings for you.

- NEW DURABILITY
- NEW COMFORT
- NEW SAFETY
- NEW BEAUTY

IDEAL SEATING CO.

GRAND RAPIDS, MICHIGAN

Wall Coverings • Painting • Ornament Plaques
Luminaries • Stage Curtains • Curtain Tracks
Curtain Controls • Draperies • Tufted Panels

NOVELTY

SCENIC STUDIOS, INC.
32-34 W. 60th St., N.Y. 23, N.Y.
Masters of the Art of Decoration

PROJECTORS

Ballantyne Co., 1707 Davenport St., Omaha, Neb.
Century Projector Corp., 729 7th Ave., New York 19, N. Y.
DeVry Corp., 1111 Armitage Ave., Chicago 14, Ill.
International Projector Corp., 55 LaFrance Ave., Bloomfield, N. J.
Motiograph, Inc., 4431 W. Lake St., Chicago 24, Ill.
Radio Corp. of America, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
Weber Machine Corp., 59 Rutter St., Rochester 6, N. Y.
Wenzel Projector Co., 2505-19 S. State St., Chicago 16 Ill.

PROJECTORS, 16mm.

Ampro Corp., 2835 N. Western Ave., Chicago 18, Ill.

RECTIFIERS

Baldor Electric Co., 4355 Duncan Ave., St. Louis 10, Mo.
Ballantyne Co., 1707 Davenport St., Omaha, Neb.
Continental Electric Co., 715 Hamilton St., Geneva, Ill.
Forest-Harrison, Inc., 9-11 W. Park St., Newark 2, N. J.
Garver Electric Co., 327 Carter St., Union City, Ind.
Gordos Corp., 86 Shipman St., Newark 2, N. J.
Kneisley Electric Co., 333 Woodruff St., Toledo 3, O.
McColpin-Christie Corp., Ltd., 4922 S. Figueroa St., Los Angeles 37, Calif.
Mallory, P. R. and Co., Inc., 3029 E. Washington St., Indianapolis 6, Ind.
Radio Corp. of America, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
Richardson-Allen Corp., 15 W. 20th St., New York 11, N. Y.
Sheldon Electric Co., Inc., 76 Coit St., Irvington, N. J.
Strong Electric Corp., 87 City Park Ave., Toledo, O.

REELS

Best Devices Co., 10516 Western Ave., Cleveland 11, O.
Goldberg Bros., 3500 Walnut St., Denver 1, Colo.
GoldE Mfg. Co., 1214 W. Madison St., Chicago 7, Ill.
Griswold Machine Works, Port Jefferson, N. Y.
Weaver, Fred Co., 1639 E. 102nd St., Los Angeles 2, Calif.

Worried Theatre Owners Ask: What Can You Do With \$5000?

Government limitations on remodeling expenditures have many theatre owners ready to throw in the sponge. Caught between this ceiling and the pressing need for improvements in facilities, they're asking the \$5000 question: "What can we do?"

Best advice is: Spend your money where you'll make the most improvements at the lowest cost. Concentrate on the stage of your theatre.

Replacement of obsolete curtain controls and electrical operating devices not only gives the stage a face-lifting, but may prevent costly accidents, too.

For workable suggestions, send your stage measurements and specifications to Vallen, Inc. There's no charge for the down-to-earth recommendations this 35-year-old leader in the design and manufacture of curtain controls and tracks will give you. Write today to Vallen, Inc., Akron 4, Ohio.

(Advertisement)

West Coast Sheet Metal Works, 935 Veniee Blvd., Los Angeles, Calif.

REFLECTORS

Bausch and Lomb Optical Co., 635 St. Paul St., Rochester 2, N. Y.
Brightlight Reflector Co., Fairfield Ave. and State St., Bridgeport 5, Conn.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Fish-Schurman Corp., 230 E. 45th St., New York 17, N. Y.
Heyer-Shultz, Inc., 39 Orange Rd., Montclair, N. J.
McAuley, J. E. Mfg. Co., 554 W. Adams St., Chicago 6, Ill.
Strong Electric Co., 87 City Park Ave., Toledo, O.

REFRIGERATION UNITS

(FOOD, CANDY, ICE CREAM)

Baker Refrigeration Corp., South Windham, Me.
General Electric Co., air cond. div., 5 Lawrence St., Bloomfield, N. J.
General Motors Corp., Frigidaire commercial and air cond. div., 300 Taylor St., Dayton 1, O.
Mills Industries, 4110 W. Fullerton Ave., Chicago, Ill.
Reco Products Corp., refrigeration engr. div., 2020 Naudain St., Philadelphia, Pa.
Westinghouse Electric Corp., 983 Page Blvd., East Springfield, Mass.

REVERSIBLE COLLARS

Reversible Collar Co., 111 Putnam Ave., Cambridge, Mass.
Troy Novelty Co., 5 Union St., Troy, N. Y.

REWINDS

(See REELS)

SAFES

Ballam, Thomas F. Co., 1206 7th Ave., N., St. Petersburg, Fla.
Chicago Metal Mfg. Co., 3724 S. Rockwell St., Chicago 32, Ill.
Hawthorne Mfg. Co., 2930 27th Ave., S., Minneapolis, Minn.
Mosler Safe Co., 320 5th Ave., New York 1, N. Y.

SANITARY SUPPLIES AND EQUIPMENT

(See JANITOR SUPPLIES)

SCREENS

Da-Lite Screen Co., Inc., 2723 N. Crawford Ave., Chicago 39, Ill.
National Theatre Screen Refinishing Co., 129 Zenner St., Buffalo 11, N. Y.
Nu-Screen Corp., 1501 Broadway, New York 18, N. Y.
Pola-Ray Projection Screen Co., Inc., 207 Security Building, Pasadena, Cal.
Radiant Mfg. Corp., 2627 W. Roosevelt Rd., Chicago 8, Ill.
Radio Corp. of America, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
Raytone Screen Co., 165 Clermont Ave., Brooklyn 5, N. Y.
B. F. Shearer Co., 2318 Second Ave., Seattle 1, Wash.
Vocalite Screen Corp., 19 Debevoise Ave., Roosevelt, N. Y.
Theatre Equipment Co. of America, 107 Michigan St., Toledo, O.
Walker-American Corp., 2665 Delmar Blvd., St. Louis 6, Mo.
Williams Screen Co., 1620 Summitt Lane Blvd., Akron, O.

SCREEN RESURFACERS

(See SCREENS)

SCREEN TOWERS (DRIVE-INS)

Drive-In Construction, Inc., 475 5th Ave., New York, N. Y.
Drive-In Theatre Mfg. Co., Inc., 729 Baltimore Ave., Kansas City 6, Mo.
Elizabeth Iron Works, Green Lane, Elizabeth, N. J.
Mesker, George L., Steel Corp., Evansville, Ind.
Rilco Laminated Products, Inc., 332 Minnesota St., St. Paul 1, Minn.
Theatre Equipment Co. of America, 107 Michigan St., Toledo, O.
Timber Structures, Inc., P. O. Box 3782, Portland 8, Ore.

SIGNS, ADMISSION

(See BOXOFFICE EQUIPMENT)

SIGNS, DIRECTIONAL AND EXIT

American Metalcraft Corp., 1009 S. 8th St., St. Joseph, Mo.

Bahn, L., Co., 123 W. Canton St., Boston 18, Mass.
Beach Co., Coshocton, O.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Dawo Co., 145 N. Erie St., Toledo 2, O.
Drive-In Theatre Mfg. Co., Inc., 729 Baltimore Ave., Kansas City 6, Mo.
Electronic Devices, Inc., 1120 S. Michigan Ave., Chicago 5, Ill.
Federal Electric Co., Inc., 8700 S. State St., Chicago 19, Ill.
Ingram-Richardson Mfg. Co., 32nd St., Beaver Falls, Pa.
Kliegl Bros., 321 W. 50th St., New York 19, N. Y.
Rem-Lite, Inc., 878 Broadway, New York 3, N. Y.
Revere Electric Mfg. Co., 6009 N. Broadway, Chicago 4, Ill.
Sola Electric Co., 4613 W. 16th St., Cicero 50, Ill.
South Bend Neon Sign Co., 215 Garst St., South Bend 18, Ind.
Swanson-Nunn Electric Co., 8th and Oak St., Evansville, Ind.
Voigt Co., 1649 N. Broad St., Philadelphia 22, Pa.

SIGN LETTERS

(See SIGNS AND MARQUEES)

SIGNS AND MARQUEES

Adler Silhouette Letter Co., 3021 W. 36th St., Chicago 32, Ill.
Bellows Electric Sign Corp., 861 E. Tallmadge Ave., Akron 10, O.
Everbrite Electric Sign Co., 1440 N. 4th St., Milwaukee 12, Wisc.
Falk Glass Products Co., 5 Union Square, W., New York 3, N. Y.
Federal Electric Co., Inc., 8700 S. State St., Chicago 19, Ill.
Flexlume Sign Corp., 1464 Main St., Buffalo 9, N. Y.
Ingram-Richardson Mfg. Co., 32nd St., Beaver Falls, Pa.
Kreiss Sign Co., Inc., 853-57 Washington St., Buffalo, N. Y.
Long Sign Co., 840 W. Baltimore, Detroit, Mich.
Monroe Sign Corp., 257-59 Hackensack St., East Rutherford, N. J.
Poblocki, Ben B. and Sons Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wis.
Sign Animation Corp., 229 W. 42nd St., New York, N. Y.
Sioux Metal Products Co., P. O. Box 430, Bedford, O.
Sola Electric Co., 4613 W. 16th St., Cicero 50, Ill.
South Bend Neon Sign Co., 215 Garst St., South Bend 18, Ind.
Swanson-Nunn Electric Co., 8th and Oak St., Evansville, Ind.
Theatre Specialties, Inc., 1615 Cordova St., Los Angeles 7, Calif.
Wagner Sign Service, Inc., 218 S. Hoyne Ave., Chicago 12, Ill.

SLIDES

National Screen Service Corp., 630 9th Ave., New York 19, N. Y.

SOUND EQUIPMENT

Atlas Sound Corp., 1451 39th St., Brooklyn 18, N. Y.
Altec Lansing Mfg. Co., 1210 Taft Bldg., Hollywood 28, Calif.
Ballantyne Co., 1707 Davenport St., Omaha, Neb.
Bell Sound Systems, Inc., 555 Marion Rd., Columbus 7, O.
Century Projector Corp., 729 7th Ave., New York 19, N. Y.
Dayton Acme Co., 930 York St., Cincinnati 14, O.
International Projector Corp., 55 LaFrance Ave., Bloomfield, N. J.
Jensen Radio Mfg. Co., 6601 S. Laramie Ave., Chicago 38, Ill.
Motiograph, Inc., 4431 W. Lake St., Chicago 24, Ill.
Operadio Mfg. Co., St. Charles, Ill.
Radio Corp. of America, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
Robin, J. E., Inc., 330 W. 42nd St., New York 18, N. Y.
Weber Machine Corp., 59 Rutter St., Rochester 6, N. Y.
Wenzel Projector Co., 2505-19 S. State St., Chicago 16, Ill.
Western Electric Co., 195 Broadway, New York 7, N. Y.

SOUND EQUIPMENT SERVICE

Altec Service Corp., 161 6th Ave., New York 13, N. Y.
RCA Service Co., Camden, N. J.

SPEAKERS AND HORNS

(See SOUND EQUIPMENT)

SPEAKERS (IN-CAR)

Autocrat, Inc., P. O. Box 37, Dayton View Station, Dayton, O.
Ballantyne Co., 1707 Davenport St., Omaha, Neb.
Century Projector Corp., 729 7th Ave., New York 19, N. Y.
Cooperative Drive-In Equipment Manufacturers, 506 St. Charles St., St. Louis, Mo.
Dawo Co., 145 N. Erie St., Toledo 2, O.
DeVry Corp., 1111 Armitage Ave., Chicago 14, Ill.
Diecast Aluminum Speakers, Inc., 2027 S. 2nd St., St. Louis 4, Mo.

(Continued on page PT-18)

DRIVE-IN THEATRES

S E C T I O N

ONE of the most unusual drive-in theatres in the southwest is situated near Texarkana, Tex., a typical bustling town in the heart of a prosperous farming area. Owned and operated by Joy's Theatres, Inc., of New Orleans, the de luxe Joy Drive-In features an entrance directly under its mammoth screen tower. The huge screen itself, said to measure 60' by 60', was specially designed to convey a remarkable three-dimensional effect by high-intensity light which gives an illusion of depth.

Covering 14 acres of ground with 45,000 square yards of paving, the Joy is capable of accommodating approximately 700 cars, and is reported to represent an investment of nearly \$75,000. It was opened to the public with colorful ceremonies on Thanksgiving Day, 1949. A circular drive-in 280 feet long marks the novel entrance to this unique ozoner. Prospective patrons approach the "island" type boxoffice, which is stainless steel with a glass enclosure at eye level, past carefully tended lawn areas. After payment of admission, drivers proceed through a tunnel-like passage directly beneath the screen and emerge in the broad expanse of the ramp area. The entire route is painstakingly lighted and marked with directional arrows. Once inside, cars are guided to suitable ramp vacancies.

Centered in the parking area is a gigantic concession building which may be truthfully described as being of arena-like proportions with its 100-foot length. It is furnished with 64 tables and 128 chairs decorated in red with touches of chromium. Patrons may enjoy food and drink while they view the picture from a patio outside. Rest rooms for both male and female members of the audience are located in this structure as well.

The projection booth is located a few ramps in front of the refreshment building and is enclosed with an attractive white picket fence. Motiograph equipment has been installed to furnish excellent sound tonality and clarity of image on the screen.

Included also in the ramp area is a fully equipped playground for the entertainment of juvenile patrons. A wide variety of apparatus has been provided with which youngsters are free to besport themselves while they and their parents await the start of the evening's show. No additional charge whatsoever is made for the use of these recreational facilities, for the management is fully conscious of the important role which the "small fry" play in maintaining a steady volume of business.



A PICTURE TAKEN FROM THE AIR serves to convey some impression of the vast acreage covered by the Joy Drive-In. Aside from the entrance under the screen tower, another unusual feature lies in the marquee which extends across the full length of the front to indicate attractions being shown at the time.

Drive-In Under A Screen Tower

The Joy In Texas Features Unusual Entrance With A Separate Lane For Outgoing Traffic

ONCE PAST THE TRIM BOXOFFICE, entering cars proceed directly under the screen tower along a route shown by arrows. Lights under the marquee illuminate the roadway clearly, while spotlights direct attention to the posters on the far wall. Automobiles leave by another lane to stop traffic congestion.



Prominent U. S. Manufacturers

(Continued from page PT-16)

Drive-In Theatre Equipment Co., Inc., 2130 Superior Ave., Cleveland 14, O.
Drive-In Theatre Mfg. Co., 729 Baltimore Ave., Kansas City 6, Mo.
International Projector Corp., 55 LaFrance Ave., Bloomfield, N. J.
Mack Engineering Corp., 2626 31st Ave., S. Minneapolis, Minn.
Motiograph, Inc., 4431 W. Lake St., Chicago 24, Ill.
Radio Corp. of America, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
Robin, J. E., Inc., 330 W. 42nd St., New York 18, N. Y.
Tarrytown Metalcraft Corp., Tarrytown, N. Y.
Theatre Equipment Co., 107 Michigan St., Toledo, O.
Theatrecraft Mfg. Corp., 1878 E. 18th St., Cleveland 14, O.

SPEAKERS (IN-CAR) POSTS

Drive-In Theatre Mfg. Co., 729 Baltimore Ave., Kansas City 6, Mo.
Sonken-Galamba, Inc., Riverview at Second St., Kansas City 18, Kansas.

SPOTLIGHTS

Century Lighting, Inc., 521 W. 43rd St., New York 19, N. Y.
GoldE Mfg. Co., 1214 W. Madison St., Chicago 7, Ill.
Kliegl Bros., 321 W. 50th St., New York 19, N. Y.
Strong Elec. Corp., 87 City Park Ave., Toledo, O.

STAGE HARDWARE

Automatic Devices Co., 1035 Linden St., Allentown, Pa.
J. R. Clancy, Inc., 1010 W. Belden Ave., Syracuse 4, N. Y.
Vasconcellos, Joseph, Inc., 43-15 Dutch Kills St., Long Island City 1, N. Y.
Vallen, Inc., 225 Bluff St., Akron 4, O.
Weiss, I. and Sons, Inc., 445 W. 45th St., New York 19, N. Y.

STAGE LIGHTING

(See LIGHTING FIXTURES)

STAGE RIGGING

(See STAGE HARDWARE)

STAIR TREADS

American Mat Corp., 2018 Adams St., Toledo 2, O.
Fremont Rubber Co., 115 McPherson Hwy., Fremont, O.
Perfo Mat and Rubber Co., 281 5th Ave., New York 16, N. Y.
Safe Tread Co., 30 Vesey St., New York 7, N. Y.
Sioux Metal Products Co., P. O. Box 430, Bedford, O.

STEREOPTICONS

GoldE Mfg. Co., 1214 W. Madison St., Chicago 7, Ill.

SWITCHBOARDS

Adam, Frank Electric Co., 3650 Windsor Place, St. Louis, Mo.
Cutler-Hammer, Inc., 315 N. 12th St., Milwaukee 1, Wis.
Federal Electric Products Co., Wm. Wurdack div., 50 Paris St., Newark, N. J.
General Radio Co., 275 Massachusetts Ave., Cambridge 39, Mass.
Kellogg Switchboard and Supply Co., 6650 S. Cicero St., Chicago 38, Ill.
Major Equipment Co., 4603 Fullerton Ave., Chicago 39, Ill.
Mitchell, Hubert, Industries, Inc., Hartselle, Ala.
Square D Co., 6060 Rivaud St., Detroit 11, Mich.
Superior Electric Co., 83 Laurel St., Bristol, Conn.
Time-O-Matic Co., Danville, Ill.
Trumbull Electric Mfg. Co., 41 Woodford Ave., Plainville, Conn.
Ward Leonard Electric Co., 86 South St., Mt. Vernon, N. Y.

TELEVISION EQUIPMENT

DuMont, Allen B. Labs., Inc., Passaic, N. J.
Farnsworth Radio and Television Co., Standard Bldg., Fort Wayne 1, Ind.
National Theatre Supply, 92 Gold St., New York 7, N. Y.
Radio Corp. of America, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
Tele-Screen Corp., 1231 Race St., Philadelphia 7, Pa.
Theatre Equip. Co., 109 Michigan Ave., Toledo, O.
Trad Television, 377 4th Ave., New York, N. Y.

TEMPERATURE CONTROLS

Barber-Colman Co., 1200 River St., Rockford, Ill.
Johnson Service Co., 507 E. Michigan St., Milwaukee 2, Wis.
Minneapolis-Honeywell Regulator Co., 2747-53 4th Ave., S. Minneapolis 8, Minn.

THEATRE GAMES

Bradley, Milton Co., Springfield, Mass.
Gertz, Sam, 414 Wellington Ave., Chicago, Ill.
Hollywood Amusement Co., 831 S. Wabash Ave., Chicago, Ill.

TICKETS

Elliott Ticket Co., 409 Lafayette St., New York 3, N. Y.
Globe Ticket Co., 112 N. 12th St., Philadelphia, Pa.
International Ticket Co., 50 Grafton Ave., Newark 4, N. J.
Keller Ansell Ticket Co., 723 7th Ave., New York 19, N. Y.
National Ticket Co., 201 Pearl St., Shamokin, Pa.
Toledo Ticket Co., 116 Erie St., Toledo, O.

TICKET CHOPPERS

General Register Co., 36-20-33rd St., Long Island City 1, N. Y.
GoldE Mfg. Co., 1214 W. Madison St., Chicago 7, Ill.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Theatre Control Corp., 319 Orleans St., Detroit 7, Mich.
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Calif.

TICKET ISSUING MACHINES

(See BOXOFFICE EQUIPMENT)

TILE STRUCTURAL AND ORNAMENTAL

American Encaustic Tiling Co., Inc., P. O. Box 271, Lansdale, Pa.
American Tile and Rubber Co., Perrine Ave., Trenton, N. J.
Arketex Ceramic Corp., Brazil, Ind.
Cambridge Tile Mfg. Co., P. O. Box 71, Station R, Lockland, Cincinnati 15, O.
Mosaic Tile Co., Zanesville, O.
National Fireproofing Corp., 202 E. Ohio St., Pittsburgh 12, Pa.
National Tile Co., 1200 E. 26th St., Anderson, Ind.
Standard Art, Marble and Tile Co., 117 "D" Street, N. W., Washington, D. C.
Tile-Tex Company, Inc., 1232 McKinley St., Chicago Heights, Ill.
U. S. Quarry Tile Co., 730 Renkert Bldg., Canton 2, O.

TOILETROOM ACCESSORIES

(See PLUMBING FIXTURES)

TRAILERS, FEATURE AND SPECIAL

Filmack Trailer Co., 1327 S. Wabash Ave., Chicago, Ill.
National Screen Service Corp., 630 9th Ave., New York 19, N. Y.
Welgot Trailer Service, 630 9th Ave., New York 19, N. Y.

TURNSTILES

Perey Turnstile Co., Inc., 101 Park Ave., New York 17, N. Y.

UNDERGROUND CABLE (DRIVE-INS)

Drive-In Theatre Mfg. Co., 729 Baltimore Ave., Kansas City 6, Mo.

PHYSICAL THEATRE DEPARTMENT of EXHIBITOR

Simplex Wire and Cable Co., 79 Sidney St., Cambridge, Mass.

Western Insulated Wire Co., 1001 E. 62nd St., Los Angeles 1, Calif.

Whitney-Blake Co., New Haven, Conn.

VACUUM CLEANERS

Ace Co., 122 W. Washington St., Ocala, Fla.
Allen Billmyre div., Lamson Corp., 425 Lamson St., Syracuse 1, N. Y.
Breuer Electric Mfg. Co., 5100 N. Ravenswood Ave., Chicago 40, Ill.
Clements Mfg. Co., 6650 S. Narragansett Ave., Chicago 38, Ill.
Eureka Vacuum Cleaner Co., Bloomington, Ill.
General Electric Co., Appliance and Mdse. Dept., Bridgeport, Conn.
Health-Mor, Inc., 203 N. Wabash St., Chicago, Ill.
Hill Floor Machine Co., 740 W. Washington Blvd., Chicago 6, Ill.
Hoover Co., 8 S. Michigan Ave., Chicago 3, Ill.
Ideal Industries, Inc., Sycamore, Ill.
Kent Co., Inc., 174 Canal St., Rome, N. Y.
National Super Service Co., 1946 N. 13th St., Toledo, O.
Scott and Fetzer Co., The, 11401 Locust Ave., Cleveland 2, O.
Spencer Turbine Co., 486 New Park Ave., Hartford, Conn.
Von Schrader Mfg. Co., 1600 Junction Ave., Racine, Wis.
Westinghouse Electric Corp., 983 Page Blvd., E., Springfield, Mass.

VACUUM SYSTEMS, STATIONARY

(See VACUUM CLEANERS)

VENDING MACHINES

A. B. T. Mfg. Corp., 715 N. Kedzie Ave., Chicago 12, Ill.
Adair, R. H. Co., 6926 W. Roosevelt Rd., Oak Park, Ill.
Alco Deree Co., 4300 N. California Ave., Chicago 18, Ill.
Arctic Vender Sales Corp., Appleton, Wis.
Automatic Book Vending Corp., 381 4th Ave., New York, N. Y.
Automatic Syrup Co., 60 Wall St., New York, N. Y.
Bally Mfg. Co., 2610 W. Belmont Ave., Chicago, Ill.
C-8 Labs., New Bedford, Mass.
Coan-Sletteland Co., 2070 Helena St., Madison, Wis.
Cole Products Corp., 39 S. La Salle St., Chicago 3, Ill.
DuGrenier, Arthur H., Inc., 15 Hale St., Haverhill, Mass.
Eastern Electric Vending Machine Corp., General Motors Bldg., 1775 Broadway, New York, N. Y.
Lehigh Foundries, Inc., 1500 Lehigh Drive, Easton, Pa.
Manley, Inc., 1920 Wyandotte St., Kansas City 8, Mo.
Mills Industries, Inc., 4100 Fullerton Ave., Chicago 39, Ill.
Mills Automatic Merchandising Co., 21-30 44th Rd., Long Island City 1, N. Y.
Miracle Automatic Sales Co., 1500 Lehigh Drive, Easton, Pa.
National Vendors, Inc., 5055 National Bridge Rd., St. Louis 15, Mo.
Nielsen, Hecht, 1322 Congress St., Chicago 7, Ill.
Rowe Mfg. Co., 31 E. 17th St., New York, N. Y.
Shipman Mfg. Co., 1326 S. Lorena St., Los Angeles, Calif.
Skyline Vending Corp., 103 Lombardy St., Brooklyn 22, N. Y.
Star Mfg. Co., Inc., 6300 St. Louis Ave., St. Louis, Mo.
Stewart Products Corp., 360 Putnam Ave., Greenwich, Conn.
Stoner Mfg. Corp., 328 Gale St., Aurora, Ill.
Supurdisplay, Inc., 236 N. Water St., Milwaukee, Wis.
U-Need-A-Pak Products Corp., 6750 N. Ashland Ave., Chicago 26, Ill.
Uneda Vending Service, 166 Clymer St., Brooklyn 11, N. Y.
U. S. Vending Corp., 4300 N. California Ave., Chicago 18, Ill.
Vendall Co., 2323 Walfram St., Chicago 18, Ill.
Vendo Co., The, 7400 E. 12th St., Kansas City, Mo.

VENTILATING SYSTEMS

(See AIR CONDITIONING)

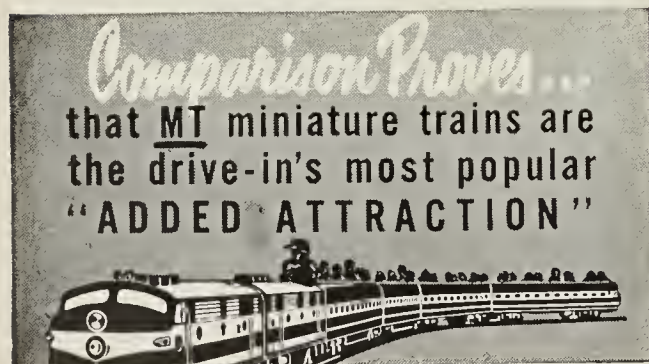
WORK LIGHTS

Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Reliance Devices Co., 30 Irving Place, New York 3, N. Y.

RCA Awards 20-Year Service Pins

CAMDEN, N. J.—Thirteen members of the Theatre Equipment Section of the Engineering Products Department were among RCA Victor Division employees recently awarded 20-year gold service pins for long, loyal service.

Those honored were: W. E. Cheeseman, A. H. Demmer, R. H. Heacock, Barton Kreuzer, J. F. O'Brien, and C. R. Underhill, Jr., all of the Camden sales staff; G. M. Batsel, D. R. Davis, B. Sholtz, and M. J. Yahr, theatre field sales representatives; and S. Bartleson, H. J. Benham, and J. E. Volkmann, of the theatre and sound engineering staff.



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New Products

(Continued from page PT-8)

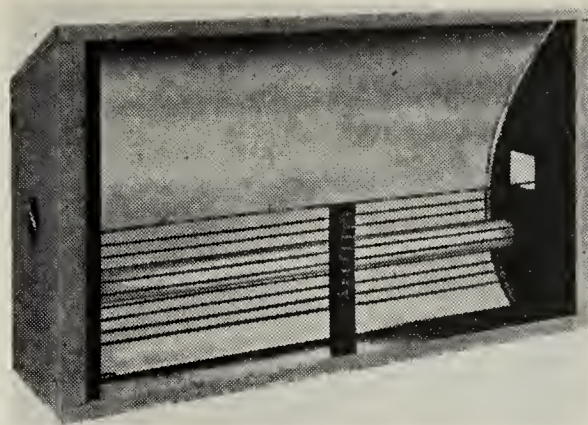
Incandescent Spotlight

A new incandescent spotlight, known as the Trouperette, has recently been developed by the Strong Electric Corporation for use in small theatres, night clubs, schools, television studios, industrial shows, conventions, etc., where physical dimensions and price are factors and where the tremendous volume of light of an arc lamp is not necessary.

A highly efficient optical system is said to enable the unit to project far more light than is possible with any conventional incandescent spotlight. This increased brilliancy allegedly is made possible by a variable focal length objective lens system, a 5¼-inch silvered glass reflector, and Fresnel lens used with a standard 115-volt, 1,000-watt prefocused projection type bulb.

It is claimed that the variable focal length objective lens system affords the advantage of retaining the same sharply defined edge, of any size spot, from head to flood, without refocusing.

The new spotlight reportedly projects a



through bacteria-filled air; and minimum ultra-violet below the fixture level and on nearby ceilings. An attractive Alzak unit with crackled finish, it is reportedly equipped with two simple keyslots for easy mounting in any position, and is furnished with cord and plug. In addition, it allegedly can be recessed in the wall.

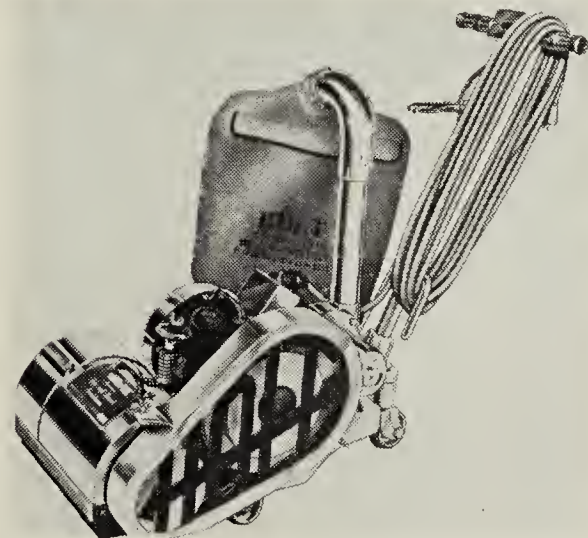
The unit is purportedly designed to direct ultra-violet rays across the upper area of a room without reflecting the rays from the ceiling down into the room. This curtails the possibility of injury to the skin and eyes of those present, it is said.

Rug and Carpet Cleaner

A new rug and carpet cleaner, recently placed on the market by Holt Manufacturing Company, is said to be a real boon to cleaning.

After the usual vacuum treatment to remove surface dirt, carpets are prepared for shampoo. The Holt unit, using high brush speed (900 r.p.m.) and vacuum suction, allegedly combs out, or "cards" the pile, raising it to an upright position. It is claimed that the vacuum at the same time sucks out deep dirt from the roots of the pile strands.

With the pile straightened and raised, by the combing action of the machine, the rotary shampoo scrubbing brush and cleaning solution are reportedly able to get at deeply imbedded grime and grease. After shampooing, the unit conditioner is brought into action once more. Using a wet brush and slower brush speed, the machine straightens and raises the pile again and any remaining dirt is picked up by the vacuum action, according to the manufacturer.



Drive-In Pagoda

A new accommodation for outdoor theatre walk-in patrons has recently been announced by the Ballantyne Company. Called a Pagoda, it is said to be completely prefabricated of white cedar saplings with a sloping roof to shed water, and contains a standard height seat and a sturdy table

to encourage concession business.

Pagodas are reported to be available in either two-passenger or four-passenger sizes, and can be purchased either singly, or in series for use across the back or along the sides of the drive-in. One car-side speaker is sufficient to handle two, three or more pagodas, according to the manufacturer.



minimum spot diameter of 1/100 of the length of throw and a maximum spot diameter of 1/3 the length of throw. It is said to be provided with horizontal masking control, which can be angled at 45 degrees in each direction, and a fast-operating color boomerang which accommodates six slides. Horizontal sweep of the spot is allegedly possible throughout 360 degrees, and all operations of the lamp are extremely simple, according to the manufacturer.

Air Disinfector

An air disinfector said to be capable of providing a practically germ-free atmosphere for public gathering places through the use of ultra-violet germicidal rays, has recently been marketed by Roy C. Stove and Company.

It is claimed the powerful new disinfecting fixture has three outstanding characteristics: maximum ultra-violet output; maximum travel of germicidal energy

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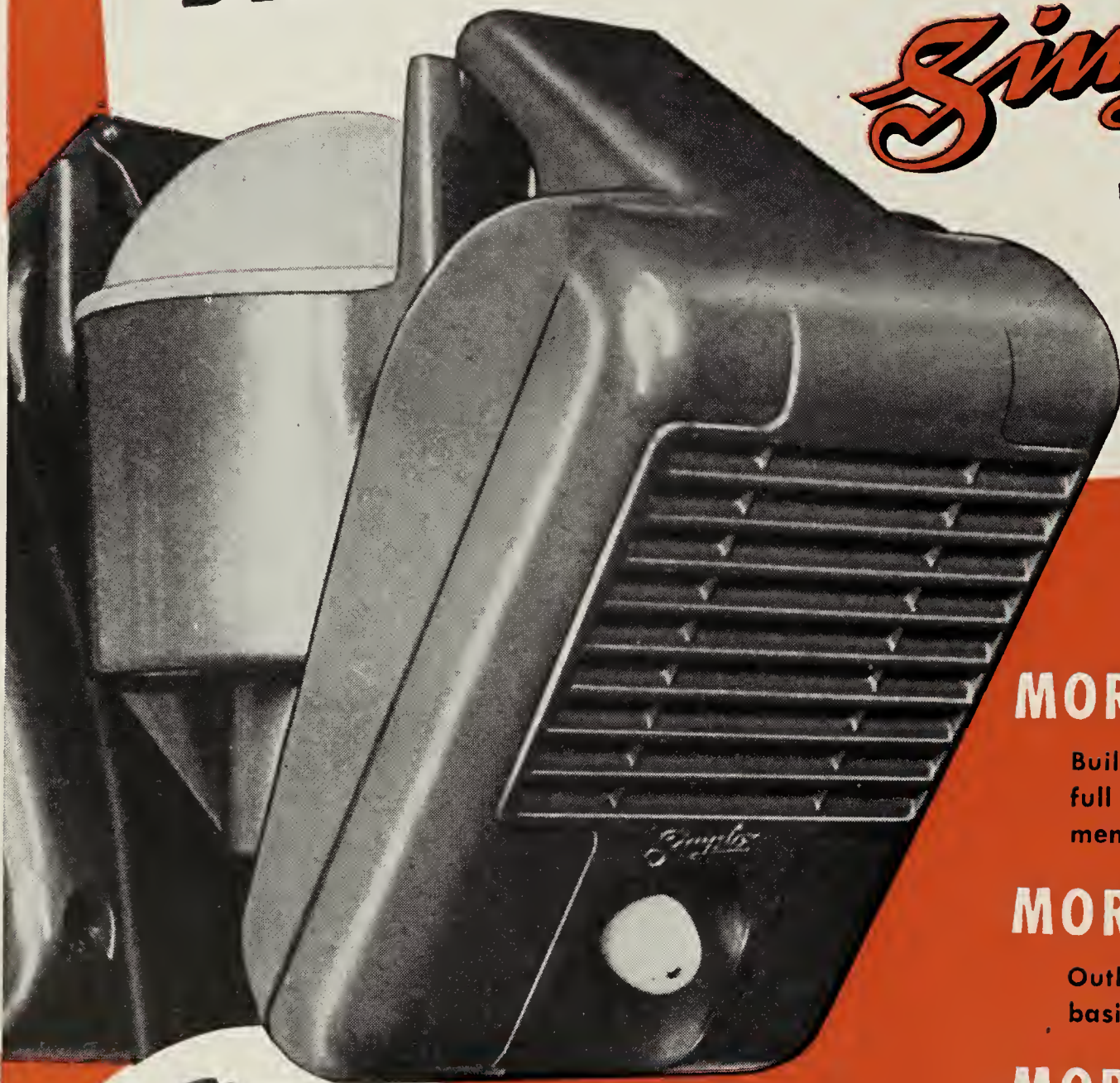
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NEWS OF THE

Territory

BRANCHES

Atlanta

Arthur Wall, manager, Grand, Frankfort, Ky., returned to his post after a vacation in Florida. . . . The Rex, Tampa, Fla., closed. . . . Beverly Miller, owner, drive-in, Lebanon, Tenn., will renew operations soon.

A \$400,000 breach-of-contract action brought against Harry Brandt by Lujacks, Inc., Coral Gables, Fla., real estate concern, was transferred from New York Supreme Court to U. S. District Court in Florida at the request of Brandt's counsel. The plaintiff alleges Brandt failed to fulfill an agreement to acquire property in Coral Gables for the erection of a theatre.

C. O. Jeffery, general district manager, Alexander, was in from his home in Fruitland Park, Fla. . . . Jules Chapman, ELC, was in for a visit. . . . N. E. Savini, New York special representative, Astor, was in.

G. M. Smithson is the new owner, Barwick, Barwick, Ga. Former owner was Ira H. Massey. . . . Mrs. Pearl Beasley, U-I, is a firm believer in safety first. A fire developed from a faulty electric switch. Mrs. Beasley tossed her purse through a window for safety, and then joined other employees in battling the blaze with fire extinguishers until firemen arrived. Damage was confined to the patching machine. Mrs. Beasley then found her purse had been rifled of a coin compartment containing \$36.

Jonore Tate, owner, Lawtell, Opelousas, La., said his house was recently destroyed by fire. . . . Visiting were: Bill Yarboro, Emily, Hartwell, Ga.; Mr. and Mrs. John Carter, Brookhaven, Brookhaven, Ga.; Loma and Rex, Griffin, Ga.; M. Maddox, Hampton, Hampton, Ga.; W. R. Boswell, Greenland, Greensboro, Ga.; E. D. Strange, Jewel, Gordon, Ga.; Nat Hancock, Jefferson and Roosevelt, Jefferson, Ga.; and Mose Lebowitz, Grand Amusement Company, Chattanooga, Tenn.

John H. Stember, Georgia Theatre Company, has been elected a director of the Peachtree Trust Company. . . . W. D. Buford and Bill Smith, Cooksville, Tenn., and coowner, Royal, Atkins, Ark., sold his theatre to Guy Hickman, Russellville, Ark. . . . The Highland, Montgomery, Ala., donated its use for "The March of Dimes."

Tommy Read opened the Read Booking Office, 189 Walton Street. . . . J. S. Cangney, special representative, Jack L. Gertz Enterprises, Cleveland, was visiting. . . . Dick Johnson will take over as office manager, Columbia. He replaces Andy Anderson, who returned to Portland.

J. E. McLeory, Monogram, Charlotte sales representative, was in visiting his family. . . . Miss Lillian Barnes, former secretary at Columbia, is now with the United Hospital. . . . Jack Hunt, Wil-Kin Theatres Supply, announced that his company has supplied booth equipment for the Palk, Columbia, Tenn., and Leach, La-Follette, Tenn.

The Joy, Jefferson, Ga., was destroyed by fire. It will be rebuilt.

Visiting were: R. D. Page, Lyric and Maury, Mt. Pleasant, Tenn.; Howard Schussler and O. C. Lam, Lam Amusement Company, Rome, Ga.; Walter Morris, Knoxville, Tenn.; Hap Barnes, drive-in, Montgomery, Ala., and Knoxville, Tenn.; Mel Brown, Montgomery Drive-In, Savannah, Ga.; R. E. Hook, Palace, Aliceville, Ala.; Colonel T. E. Orr, Amusement Enterprises, Albertsville, Ala.; Fred Coleman, Fairfax, East Point, Ga.; Louis Hutchinson, Ritz, Austel, Ga.; R. H. Dunn, Camille, Camilla, Ga., and E. J. Hunter, State, Calquitt, Ga.

Mrs. Betty Holliman, secretary to President William "Snake" Richardson, Astor, is back after a spell at the hospital.

Charlotte

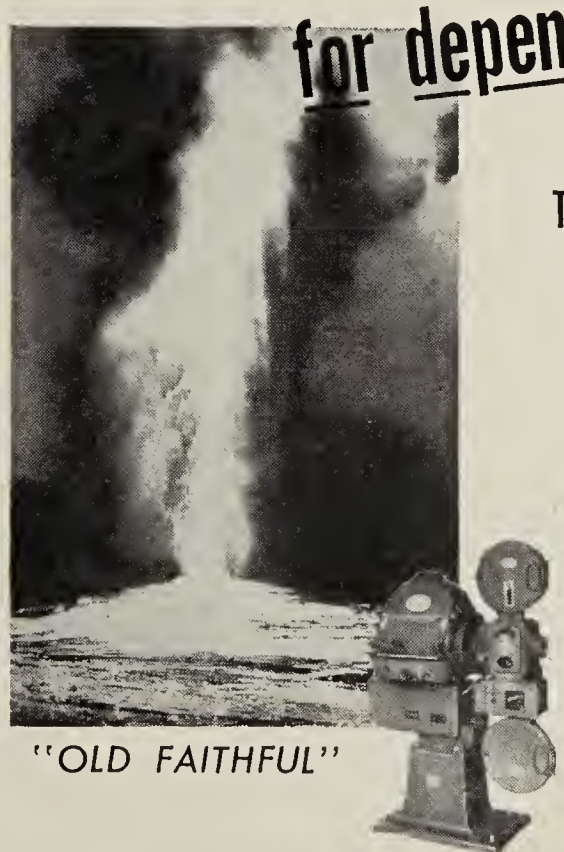
F. B. Griggs, owner, Friendly Drive-In, Lincolnton, N. C.; Gastonia and Sunset Drive-In, Gastonia, N. C., and Midway Drive-In, Forest City, N. C., plans to open his new 800-car Diane 29 Drive-In, Gastonia, N. C., about May 1. . . . In conferring with Russ Henderson, Theatre Booking Service, were: Mr. and Mrs. Fibber McGee, Drive-In, Winston-Salem, N. C.; R. F. Farrar, Park Drive-In, Greensboro, N. C.; N. E. Belmont and two sons, Stan and Harold, Drive-In, Taylors, S. C., and Drive-In, Greer, S. C., and A. J. Collins, Cruise-In, Lillington, N. C.

Walter Kreh, special representative, Republic, will spend several weeks here. . . . Billie Harris came back to Republic after a virus infection. . . . New owner of the Bisco, Bisco, N. C., is Mrs. W. R. Henderson. This was formerly owned by Elwood C. Long. Saxton Theatrical Service will do the buying and booking. . . . T. K. Lee, Kershaw, S. C., opened his new Center. . . . Condor Beard, Columbia, is back at her booker's desk. . . . Jim De Berry is the new Columbia salesman. . . . Miss Ruth Straigh is the new biller at Columbia. . . . Margaret Linebach, cashier, Columbia, is back after recuperating in hospital. . . . Bruce Grice, formerly with 20th-Fox, is assistant shipper, Columbia. . . . Mrs. Beulah Patterson, wife of "Pat," office manager, Columbia, is recuperating. . . . Hugh Sykes, Queen City Booking Service, announced that the Dixie Drive-In, Robins, N. C., and Plaza, Fayetteville, N. C., are scheduled for an early opening. Queen City Booking Service will handle the buying-booking.

Jack London, salesman, Republic, was traveling in the eastern division in a new company Ford. . . . The Lyric, Sumter, S. C., burned. Owner is J. Lawrence Goldsmith. . . . Lillian Harley, secretary to the branch manager, RKO, was out due to the illness of her mother in Hartsville, S. C. . . . Seymour Poe, representative, Sol Lesser, was in conferring with branch manager Rovy Branon, RKO, in regard to sales of "Tarzan" pictures. . . . Charles Boasberg and his assistant, Carl Peppercorn, New York, and district manager Dave Prince, Atlanta, were in town conferring with RKO's Rovy Branon in regard to the second drive, which will start on March 19. . . . Raymelle Gregory, general office clerk, RKO, replaced Dorothy Hendrix, PBX operator. . . . Jean Brewer, National Screen Service, resigned to accept a position in the inspection department, Screen Guild. . . . Charles P. Lester, district manager, National Screen Service, Atlanta, was

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"OLD FAITHFUL"

in conferring with Branch manager Bob Simril.

In conferring with Max Reinhardt and Clay Jessup, Exhibitor Service, were Bruce Snyder, Pastime, Monroe, N. C.; B. H. Truesdale, Drive-In, Columbia, S. C.; C. M. King, Rocky, Lowell, N. C., and Heyward Morgan and Steve Mitchell, Plaza, Greenville, S. C.

The Hi-Way 601 Drive-In, Camden, S. C., will open on March 15. Exhibitor Service will handle the buying and booking. . . . Clay Jessup, booker, Exhibitor Service, and family spent a weekend in the mountains of western North Carolina. . . . Carl Eugene Hargett, son of Florence, Republic, returned to U. S. Navy Harbor Defense School, Treasure Island, San Francisco. Before entering the service he was assistant manager, Imperial. . . . Mrs. Lophelia Miller is replacing Mrs. Cleo McWhirter, inspectress, Republic, while she recuperates at home after illness. . . . The Canton Drive-In, Canton, N. C., reopened after being closed for the winter months. Saxton Theatrical Service is doing the buying and booking. . . . Karl Miller is the new owner, Ball, Jefferson, S. C., formerly owned by Vann Mungo, Ball, Pageland, S. C. Theatre Booking Service will handle buying and booking. . . . Henry Nelson, State, Loris, S. C., and G. C. Butler, Aynor, Aynor, S. C., were in conferring with Russ Henderson, Theatre Booking Service. . . . Sharyn, five-year-old daughter of Mr. and Mrs. M. B. Goodnough, Royal, Simpsonville, S. C., is rapidly improving after weeks in the hospital. . . . Mrs. E. L. "Lindy Lou" Derrick was vacationing in Plant City, Fla. . . . Whites Drive-In, Nashville, N. C., planned to reopen. . . . Walter Brown, Boyd, Fairfield, Winnsboro, S. C., was critically ill in a hospital in Columbia, S. C.

Mrs. Vera Robinson, cashier, Republic, and husband spent a weekend at Blackstone, Va., visiting her nephew, stationed at Camp Pickett, Va.

In booking were: Runa Greenleaf, Curtis, Liberty, N. C.; Jimmy Austin, Clinton, Austin, Clinton, N. C.; R. P. Rosser, Temple, Sanlee, Sanford, N. C.; J. G. Wellons, Midway, Sky-vue Drive-In, Fayetteville, N. C.; Jimmy Earnhardt, Taylor, Eden, Edenton, N. C.; J. C. Peed, Granville, Creedmoor, N. C.; Bud Holder, Chatham, Pittsboro, N. C.; S. G. Rogers, Apex, Apex, N. C.; E. A. White, White Drive-In, Nashville, N. C.; J. W. Gordon, Mrs. Bea Black, Pilot, Pilot Mountain, N. C.; Bobo Harrill, Cliffside, Cliffside, N. C.; Max Zager, Palace, Standard Theatre Supply, Greensboro, N. C.; J. H. Highsmith, Trio, Robersonville, N. C.; O. K. Hogan, St. Paul, St. Paul, N. C.; Roy Champion, Champion Theatres, Wilson, N. C.; C. B. Roebuck, Hamilton, Hamilton, N. C., and Carver, Williamston, N. C.; Hugh Smart, Rialto, High Point, N. C.; Morris Littman, Sylvan, Rutherfordton, N. C.; J. D. Gibson, Harlem, Greenville, S. C.; Harry Kerr, Gem, Hillsboro, N. C.; J. K. Whitley, Swannee, Gem, Palace, Kannapolis, N. C.; H. M. Sloop, Main, Kannapolis, N. C.; G. L. Faw, Badin Road Drive-In, Albemarle, N. C.; Troy Drive-

In, Troy, N. C.; Dave Cash, Dixie, Joy, Kings Mountain, N. C., and George Carpenter, Charlie Burgin, Colonial Theatres, Valdese, N. C.

Mitchell Little, office manager, Republic; Bob Finlayson and Jack London, salesmen, and Billie Harris and R. T. Belcher, bookers, want to thank each exhibitor in North and South Carolina for fine cooperation in the "Walter L. Titus Drive" as they came in second place in the division.

Memphis

Robert Wilkinson, branch manager, Universal-International, has been promoted to the same position in Dallas. His post in Memphis will be taken over by R. C. Settoon, on the sales force for past four years. Settoon began his motion picture work in New Orleans. He is First Assistant Chief Barker, Variety Club. Wilkinson is the fourth Film Row branch manager promoted to Dallas, and the second one to go in less than a year. Ed Williamson, formerly branch manager, Warners, changed to Dallas last fall.

New Orleans

The Jeff, Jefferson Parish, closed for an indefinite period. W. H. Castay, owner, reported that business doesn't warrant operations. His newer theatre, the Arrow, is operating on a seven-day schedule. . . . Mrs. D. S. Boudreaux and baby were confined to bed with the flu. The former is with Exhibitors Poster Exchange. . . . Among the many exchangeites ill because of influenza attacks was manager Henry Glover, Monogram Southern, and a relapse sent George Pabst, manager, ELC, back to bed again. . . . Mrs. Henry Hargroder, Louanna, Opelouses, La., notified the film exchanges and Transway, Inc., that unless business picked up she would shut down operations on Tuesday, Wednesday, and Thursdays.

Mr. and Mrs. "Babe" Cohen visited with their son, a theological student at Spring Hill College, Mobile, Ala., for a few days. . . . Theatres closed temporarily on account of the flu were: Veterans, Point Au Chien, La., and the Oak, Montegut, La. The Ber, Berwick, La., and the Arcade, Patterson, La., will operate over weekends.

The Paramount, Alexandria, La., resumed operations after several months closing.

Joy Theatres, Inc., announced that the Joy Drive-In, Greenville, Miss., would reopen. . . . H. L. McLaurin and Ernestine Hancock were in buying and booking for the new 35 Drive-In, scheduled to open on March 15 near Raleigh, Miss. They were accompanied by their wives.

Maggie O'Brien, mother of Hazel Dorden, Republic, sustained a broken hip injury.

Exhibitors seen were: E. R. Sellers, Yam Drive-In, Opelouses, La.; Mrs. Muse, Leslie, Denham Springs, La.; Ann Molzon, Labadieville, La.; J. E. Adams, Starlite Drive-In, Laurel, Miss.; Mrs. Foster, Violet and Port, Sulphur, La.;

the Thomasie brothers, Harvey and Mar-rero, La.; J. A. Parker, Westwego, La.; Nick Lamantia, Bogalusa, La., and Mrs. Savoy, owner, and Miss Smith, manager, Liz, Painscourtville, La.

Bob Roberts and daughter, visitors from Bay St. Louis, La., were in booking their road attractions with exhibitors.

James R. Grainger, Republic executive vice-president in charge of sales and distribution, returned to New York following a two-week southern trip during which he visited Washington, Atlanta, Tampa, Fla., and here.

Exchanges were notified by the management of the C-Wall, Morgan City, La., that it would be closed for a few days due to the flu. . . . Theatres Service Company, Inc., buyer-booker for the Dixie in that city, also sent notices to exchanges that it, too, will be closed until the epidemic has subsided. . . . Frank W. Corbitt, Dixie Drive-In, Columbia, Miss., made the rounds.

T. A. Pittman, head, Pittman Theatre Circuit, and his office manager, E. R. Martin, returned after a swing of their theatres in Baton Rouge, Lake Charles, Houma, and Sulphur, all in Louisiana.

In buying and booking were: Mrs. Dave Lutzer, Barksdale Drive-In, Bossier City, La.; Charles Waterall and son, Prichard, Ala.; Jack O'Quinn, Kaplan, La.; Ed Jenner, Laurel, Miss.; E. I. Hawkins, Newellton and Delhi, La.; and Flora, Miss.; Milton Guidry, Lafayette, La., and Ed Orkin, Amite, Jackson, Miss.

The marriage of Miss Judy Held, daughter of John Held, Jr., New York City, and Mrs. Gladys Moore, to William James Monsour, son of Mr. and Mrs. Michel S. Monsour, Jeanette, Pa., was celebrated. The bride's mother is the former Miss Gladys Moore. Several years ago, she joined her father, Frank Moore, in the photographic studio on Film Row.

Exhibitors visiting: Roy Pfeiffer, Baton Rouge, La.; Al Randall, Woodville and Centerville, Miss.; Claud Darcey, Morgan City, La.; Mr. and Mrs. W. W. Page and son-in-law, John Luster, Robeline, La.; E. W. Ansardi, Burras, La.; William Sendy, Patio, Airline Highway, Jefferson Parish, La.; Warren Salles, Covington, La.; Joe Wallace, Harlem, Thibodaux, La., and Fred Houck, Shreveport, La.

Milton Stevens and Walter Gagnet, Jr., salesmen, Masterpiece-Realart, were back in the territory after a brief stay in the office. . . . Charles Achee, Ashton, skilled mechanic, National Theatre Supply, and Sybill Frisco will "middle-aisle" on April 2.

Executives visiting were: Harry Meadows, United Artists southern district manager, with manager Joe Moreland, and James Grainger, Republic vice-president, with manager Leo Seichsnaydre.

Paul Shallcross was in for a few days in the interests of American Desk and Chair Company.

NEWS OF THE

Territory

Chicago

In Decatur, Ill., Charles Lugo, assistant manager, Empress, for the past four years, was recently named manager by John Wendell, city manager, Publix Great States Theatres. Lugo succeeds Wendell, promoted to Lincoln manager and city manager.

Attorneys for Essaness asked Superior Judge John Sbarbaro to postpone trial of the suit brought against it by B and K until the Essaness federal anti-trust case is finished. B and K is seeking an accounting of joint operation of the North Center, Lamar, and Lake. . . . The Lido, Maywood, Ill., was handsomely redecorated.

Thomas Company bought the interest of Larry Bonaventura in the Piller and Omwick, Valley City, N. D. . . . Walter Frie purchased the Wayne Auto Air, Fort Wayne, Ind., from Horace Schoch.

Gus Bjelke was named Harding assistant manager. . . . George Dudley was made manager, Orpheum, Terre Haute, Ind. . . . H. Boyd bought the Rex, Montezuma, Ind., and the Princess, Cayuga, Ind., from Clair Stuckey.

Herb Conrad, Midwest Film Equipment Company, joined the army. . . . T. E. Bracken purchased the Royal, Royalton, Ill., from L. E. Teachman. . . . Mr. and Mrs. James M. Langston, owners of theatres at St. Francis and St. Charles, Mich., sojourned in Florida.

The Forest received modern decorations. . . . Len Hogan bought the Ashley, Ashley, Ill., from Frank J. Glenn. . . . Phillip Tooman, attorney for Marks Brothers Theatres, left for a cruise to South America. . . . The Fourth Avenue Amusement Company acquired the West-side Drive-In, Lafayette, Ind.

The drive-ins in this vicinity are getting everything in order. . . . Van Nomikos, Allied Theatres, took an eastern business jaunt. . . . Edward Masters is managing the Lake, Oak Park, Ill., during the absence of Leonard Utecht. . . . Otto Seitz bought the Berry, Berrien Springs, Mich., from John Elsner.

Jack Champagne was named assistant manager, Lake, Oak Park, Ill. . . . Richard Lemartz was appointed Riveria manager, Anderson, Ind. . . . Manager-ship of the Grand, Terre Haute, Ind., went to Jack Flex.

The Civil Defense Committee has received letters from several theatre owners offering premises as potential air raid shelters. A meeting of the theatre men will be held in the near future.

Frank Riley was placed as Riveria assistant manager. . . . W. H. Weather-

head was named Rees manager, Plymouth, Ind.

John Doerr, booking manager, and Peter Panagos, promotion manager, Alliance Theatres, went to Washington to look over the organization's theatres. . . . Johnny Nassas was made assistant manager, La Mar, Oak Park, Ill. . . . C. W. Ritenour purchased the Hebron, Hebron, Ind. . . . Russell Kermit, former Lake Shore manager, was added to the Paramount staff. . . . James Partington was named Roxy manager, Delphi, Ind.

Le Roy Goodtke was named southern assistant manager, Oak Park, Ill.

W. E. Waring, Jr., owner, Ritz, Cobden, Ill. stimulated his business by issuing cards similar to meal tickets, punched as patrons enter. When all the squares on a card are punched, the owner is accorded free admissions. . . . The Coronet, Evanston, Ill., adopted a new policy of featuring continental films. . . . Tom Gilliam, 20th-Fox branch manager, is fully recovered after hospitalization.

Danny Scheer, in charge of the Astor for several months, was made full-fledged manager by owner Danny Newman.

Dickinson Theatres remodeled the Capitol, leased from Pirtle Amusement Company, McLeansboro, Ill. . . . Eddie Moore went to the Astor after closing of the Essex. . . . Charlie Mussman, grand old stagehand at the Oriental, is proud of his adopted daughter, Betty Carter, in lead roles with the Uptown Players.

Charles Teitel, sales manager, A. Teitel Film Company, has the distribution rights for "Bitter Rice" in the Chicago, Milwaukee, Minneapolis, and Indiana territories. Teitel has also acquired for distribution, "Paris Waltz," "Mafia," "Oh, Amelia!," "Flight into France," and "The Earth Cries Out."

Mrs. Lucille Plunkett, wife of Matt Plunkett, Grand manager, is better after a trip to the hospital. . . . Newspapers at Belleville, Ill., ran a picture of Tom Bloomer, owner, Ritz and the Rex, and Phil Hill, manager, Illinois and the Lincoln, presenting a check for \$1,765 to "The March of Dimes."

The Garrick marquee bears the sign: "Watch for Opening." . . . Johnny Salice was appointed assistant to Ed Dlouhy, Roosevelt manager.

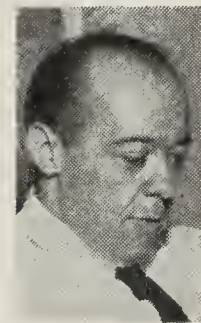
Joe Wallace, emcee, was appointed by John Balaban, entertainment chairman of the new Soldiers-Sailors Hospitality headquarters, to put on Sunday afternoon shows for the lads. . . . Arthur Kramer purchased the Art, Grand Rapids, Mich., from Milton Jacobson. . . . Kenneth L. Haas, Capitol, Morrison, Ill., entered the navy.

Hanging on the office wall at the 400 is an excellent photograph of the late Aaron J. Jones, one of the founders of Jones, Linick, and Schaefer. Beside the

Lew Herb Comes To Los Angeles

(After travelling through the southwest, LEW HERB, EXHIBITOR representative, finally arrives in Los Angeles, and reports as usual.—Ed.)

And so we came to Los Angeles, City of Angels and sometimes called the city of angles, home of the brave, the enterprising, the artist, and the schmo. Many



LEW HERB

call it home, but few are native of the area. And our observations so far show that as far as exhibition is concerned, it is one of the poorest areas in the country. Many reasons are evident, but, primarily, credit buying, with its many ramifications, overseating, and television seem to be fore-

most. The automobile and the distances traveled by workers are another factor contributing to poor business. Nearly everyone here owns at least one car, and many families own two or more. As is true elsewhere, the downtown theatres have suffered, and for practically the same reason as in other metropolitan areas, lack of parking facilities and indifference to mediocre pictures.

Hardest hit, though, appear to be the smaller neighborhood theatres, of which many have closed their doors during the past year, some of which will in all probability never reopen as theatres. Some of the better ones may reopen if the war situation stimulates business.

The rise of the drive-in, especially during the past four years, has also contributed to the closing of some of the more rundown neighborhood's.

Our first visits took us to Film Row, centered in the area of Vermont and Washington, where we found all of the major and minor distributors and a goodly share of the foreign film offerings represented.

Our tour started when we dropped in at the offices of National Screen Service, and made ourselves acquainted with Ben Ashe, who heads the branch. Formerly located in Minneapolis, where he was associated with Ben Berger, Ashe has been here for the past 10 years. This office is also the headquarters for district manager B. R. Wolf, who supervises the operation of the Los Angeles, San Francisco, Seattle, Portland, Salt Lake City, and Denver exchanges.

picture is his autobiography printed by a magazine in January, 1938.

Leonard Grossman, Symphony manager, is elated over his advertised idea to charge 14 cents admission to 7 p.m. Matinee attendance is from 500 to 700 after the first hour of opening, and the evening attendance has increased at a 60 cent price.

Dallas

Alfred Delcambre joined National Screen Service as a special sales representative. . . . Colonel H. A. Cole, president, Texas Allied, in a recent "open let-

ter" to Morris Loewenstein, president, Theatre Owners of Oklahoma, stated that an exhibitor listed as a director of Theatre Owners of Oklahoma came to Allied Theatre Owners of Texas for help in handling a complaint against a distributor. Cole added that the help was forthcoming, and immediate relief obtained for the "director," whom Cole refused to identify.

George Fisher, MGM salesman, was in New York for a visit.

Denver

Tom Bailey, Lippert franchise owner for Denver and Salt Lake City, bought 3,000 war surplus steel helmets, and is selling them to theatres at 20 cents, just what he paid for them, to be used in exploiting Lippert's "Steel Helmet." They will be imprinted with the name of the film, name of theatre, and date, and distributed to youngsters.

Frank H. Ricketson, Jr., president, Fox Intermountain Theatres, awarded the courtesy plaques for the past six-month period to the following managers and staffs: Fred Huffsmith, Mayan; Jim Auten, Longmont, Colo.; Vern Fletcher, Idaho Falls, Idaho, and Ed Nelson, Montrose, Colo. Since the latter two have won three times in a row, they gain permanent possession of one of the plaques.

Some of the exchanges have been advertising in the daily papers for stenographic help, but without too much luck. Available help in the booking department is likewise short, and there are two salesman's jobs available. . . . The Allied Rocky Mountain Independent Theatres board of directors will hold a meeting on March 13 at the local headquarters, at which time they will determine the 1951 convention date.

Doris Wille, office manager booker, Republic exchange, will leave her job in about two months in favor of keeping house for her husband and family. . . . Steve Ward, recently a U-I salesman, has been named manager, Santa Fe, where he succeeds Howard Fitzgerald, resigned.

Seen on Film Row were: Mary Lind, Rifle, Colo.; Mr. and Mrs. Leon Coulter, Loveland, Colo.; Irving Gilman and Russ Dauterman, Salt Lake City; Mr. and Mrs. George Kelloff, Aguilar, Colo.; Frank Childs, Sterling, Colo.; Dr. F. E. Rider, Wauneta, Neb.; Frank Aydelotte, Fort Collins, Colo.; John Bohannon, Hatch, N. M.; Robert Smith, Steamboat Springs, Colo.; C. G. Diller, Ouray, Colo.; Fred Anderson, Eaton, Colo., and Mr. and Mrs. Fred Hall, Akron, Colo.

As part of the gala festivities planned for the world premiere of "Raton Pass" at the Kimo, Albuquerque, N. M., arrangements were made for the selection of "Mrs. Pioneer of New Mexico," who joined in the celebration. Governor Edwin C. Mechem, New Mexico, and Governor Dan Thorton, Colorado, along with Dennis Morgan, Steve Cochran, and Dorothy Hart, headed the list of celebrities.

Seen on Film Row: Jack Brandengerb and Floyd Butler, Taos, N. M.; Mary Lind, Rifle, Colo.; Dave Warnock, Johnstown, Colo.; Tom Knight, Riverton, Wyo.; Dr. F. E. Rider, Wauneta, Neb., and Herbert Gumper, Center, Colo.

Des Moines

A house committee reported out for passage in the legislature a bill to license drive-ins, and establishing certain safety and sanitary regulations. The bill now goes to the House calendar. The bill, HF411, was introduced by Representative Carroll Brown, Republican, Oskaloosa.

The Star was scheduled to open at Dumont, Ia., returning motion picture shows to the community. G. F. Howard, Des Moines, manages. . . . Art Riedesel purchased the Plaza, Monona, Ia., from Mrs. N. J. Martin. . . . Stanley Soderberg has been named a salesman for Warners' local exchange. Soderberg formerly operated the Hollywood, Estherville, Ia., which he sold to Roy Jeanotte.

Kansas City

Paramount is introducing a new neighborhood release system which sees the city split into five competitive districts with one second run licensed in each district on a competitive system on a 28-day availability. Branch manager Harry Hamburg has stated that the competitive bidding system will be used. About 35 houses will be included in the new plan. . . . Bayard M. Grant is now a vice-president of Durwood Theatres, Inc., in charge of real estate and concessions.

Los Angeles

Phil Isley, Dallas, Texas, exhibitor operating the Picwood, recently took over the La Tijera and Imperial, Inglewood, Cal., formerly operated by West Theatres, Inc. Booking and buying will be handled by Earl Johnson. W. J. Kupper, Jr., still operates the Loma, Major, Magnolia, and California, all in Burbank, Cal.

The Beverly Hills Music Hall, formerly operated by Sherrill Corwin, has been leased to KLAC-TV for use as a television showcase. The popcorn and candy stand will be operated by the new lessees. . . . Gordon Heimuller, booker, United Artists Theatres, has been at Temple Hospital under observation. Sid Pink held the fort in his absence. . . . Robert Kronenburg, president, Manhattan Films International, Inc., distributor of "Manon," reports a terrific business at the 4 Star. . . . M. J. E. McCarthy, branch head, Monogram, reports that with the cooperation of practically every exhibitor "Monogram Week" was the best week in the history of the exchange. McCarthy and crew extend heartiest thanks.

Condolences are extended to Harvey Levenson, Cozy and Jade, whose father died. . . . The Bob Bentons, he books and buys for Sero Enterprises, are infanticipating. . . . The Victory Drive-In, Sero Enterprise operation, instituted "Family Night" on Tuesdays and Wed-

nesdays, with admission set at 65 cents per carload. The ozoner is normally on a 28-day break but is using older product those nights.

Kit Jordan, contract department, Warners, was hospitalized for a minor ailment. . . . J. H. MacIntyre, RKO western district manager, returned from a successful trip to San Francisco, Seattle, and Portland. . . . Sunny Chambers, cashiers' department, RKO, appeared on "Peter Potters Platter Parade," KTSN, to sing a song written by a friend. Her warbling won. . . . Murray "Lover Boy" Gerson, Monogram salesman, who skidded in the rain, and smashed his convertible, was using "loaners" while his was being fixed.

Seen on Film Row recently were: Roy Lemucchi and his mother, Tejon and Granada, Bakersfield, Cal. . . . Cliff Harris, Monogram salesman, returned after a 10-day swing through the Arizona territory, and reported that business is picking up. . . . Sherrill Corwin has instituted a program of presenting the news telecast via the TV screen in the Orpheum every Tuesday, Wednesday, and Thursday night.

Milwaukee

Variety Clubs International Chief Barker Marc Wolf and Colonel McCraw were guests at a party at the Tic Toc Club. There were 65 present. . . . The Real Fellows affair resulted in the following officers being elected: Morrie Anderson, RKO, president; Al Gross, Metro, vice-president, and George Edgerton, 20th Century-Fox, secretary-treasurer. Plans are under way for the spring ball.

Cinema, Inc., principally owned by W. R. and Kenneth A. Read, opened the Fox Bay. Arthur Peterson, who formerly managed the Oakland, is manager. The theatre was originally proposed in 1941 but plans were halted by World War II. The theatre is part of an extensive new shopping center that includes eight stores and offices. It's a 988-seater. National Theatre Supply provided the seats, carpeting, screen, lamps, and projector. . . . The Trampes threw a party for Monogram's Harold Wirthwein, western district manager.

Bill Griffiths, UA office manager, says an upstate exhibitor used a most unique approach in his lobby display. A seat, slashed into threads, had a sign which told how it happened, how much the seat cost, the effort required in removing the seat, etc.

Universal-International's Sylvia Piontek resigned, to become a stenographer for the Police Department. That called for another party at the Hotel Schroeder's Hunt Room. She received a number of gifts in the form of wearing apparel. . . . As a climax, she and Eleanor Stevens added another party all by themselves, winding up at the Pan American Club. . . . Beverly Krasno, U-I's new receptionist, replaces Jerry McDonald, who becomes a stenographer. . . . All U-I hands are struggling to make the "Charles Feldman Drive" a success.

Frank Fischer, Fischer Poster Service, is back after being on sick leave. Manager Melvin Olson carried the ball in his absence, also doing without the services of assistant manager Donald Jensen, who also found hospitalization necessary. Fischer announced new contracts with the Marion, Marion, Wis., and Three Lakes, Three Lakes, Wis.

Warner's Tom Senger has been promoted to treasurer. . . . "Pappy" MacDonald's "At War With The Army" campaign brought him first prize, \$100. Tony Ubl is managing the Alhambra as Ed Friedwald left for the service.

When you have a cooperative staff such as Wallace Konrad, manager, Princess, has, you can bank on getting things done. John White, 10 years with Fox-Wisconsin, and Elaine Minnick, who comes from the Varsity and Garfield, State, and Uptown, Racine, Wis., are deep in the throes of assisting. Konrad sings over WTMJ-TV, too.

John Hanus, Home, Antigo, Wis., made Film Row. He has been a showman since 1905, starting out originally with a circus. He also operates a successful nursery on a five-acre tract near Antigo.

Upper Peninsula Hancock's Lode had a tie-in with jewelers in connection with the big national prize contest for a Keepsake diamond ring exploiting "King Solomon's Mines."

Minneapolis

A model dressed in a tropical sarong passed out leis to shoppers at Ninth and Nicollet to promote MGM's "The Pagan Love Song," Radio City. The leis were flown to Minneapolis from Hawaii. . . . Monogram tested a first-run at six St. Paul, Minn., neighborhood houses with a package comprising "County Fair" and "There's a Girl in My Heart." Branch manager Irving Marks used a large display ad.

Jack Greenberg, salesman, NSS, spent his vacation decorating his apartment. . . . Bill Mussman, sales manager, Paramount, was vacationing in Florida. . . . Patricia Chandler, clerk, MGM, married Richard Marks. . . . Irving Sherman, assistant manager of exchange operations, Columbia, and Ben Marcus, midwest division manager, Columbia, were in.

Inge Matthias, biller, Columbia, is back after illness. . . . Anna Lyons, sister of M. A. Levy, branch manager, 20th-Fox, died at Hamilton, Ontario, Canada. . . . Violet Peterson, stenographer, Warners, left. . . . Mary Dressell, daughter of Fay Dressell, branch manager, RKO, was at Abbott Hospital for an appendectomy.

A bill thrown into the hopper of the Iowa legislature provides that drive-in screens be at least 200 feet from the road, and not visible from the highway. . . . The Lake, Howard Lake, Minn., reopened for Saturdays and Sundays. . . . The Iowan, Bettendorf, Ia., established a student price of 25 cents at the request

of high school students. . . . At Colton, N. D., manager Arthur Tokheim raised adult admissions five cents.

Paul Perrizo completed remodeling the front of the Avalon, Blue Earth, Minn. . . . Ken Vohs has been named manager, Delft's Delft and Michigan, Escanaba, Mich., succeeding L. J. Jacobs, who retired after 36 years' service. . . . Altec president T. M. Besse and district manager Bob Hilton visited the Minneapolis branch on a routine checkup. . . . Bill Woods has been promoted from office manager to city salesman, Columbia. Woods succeeds Byron Shapiro, recently transferred to Des Moines as branch manager.

Harry B. French, president, Minnesota Amusement Company, left on a combined business and pleasure trip to New York City and Florida. . . . The House of Representatives of the North Dakota legislature voted down a proposal to permit Sunday night baseball in the state.

Oklahoma City

The annual convention of the Theatre Owners of Oklahoma, Inc., previously announced to be held on March 19 and 20, will be held on March 26 and 27 instead.

Columbia's "Al Jennings Of Oklahoma" opened in 105 theatres in the state. . . . Mae West appeared in person at the Home in "Diamond Lil." . . . Vance Terry, Woodward, Woodward, Okla., spent a weekend in Hot Springs, Ark.

W. O. Kemp, Victory and Kemp, Poteau, Okla., passed away, and his son, O. K., has taken over the management. . . . D. M. Butler, Butler Circuit, Porum, Webbers Falls, and Butler, Okla., has taken over the concession stand at the Fort Gibson Dam on Grand River, and will be catering to the fishermen for the next few years. . . . James Garvey, Velma, Velma, Okla., has been called to the service, and Mrs. Garvey is going to manage the theatre.

Oklahoma visitors were: Claude Thorpe, Gem, Ryan; Roy Rollier, Lamont, Lamont; W. T. Henderson, Mawil, Medford; Bill Wilson, Mooreland, Mooreland; Christine Burns, Cement, Cement; Bill Jones, Sand Springs Drive-In, Tulsa; H. B. Lord, Moore, Moore; J. Y. Greenwood, Greenwood, Boswell; L. B. Warren, Larry, Yukon; C. L. Lance, El Rancho, Ringling; Wesley Hodges, Bulldog, Weatherford; Mrs. C. E. Truitt, Wolf, Lone Wolf; John D. Carter, New, Bokoshe; Mr. and Mrs. Bill Copeland, Geary, Geary; Mr. and Mrs. Earl Rains, Rialto, Ft. Cobb; C. D. Hix, Rex, Nowata; Eugene Martin, Franroy, Snyder, and Wright Hale, Lyric, Spearman, Tex.

Omaha

Despite cold weather, Mara Lyn and Joan Shawlee, in "Prehistoric Women," posed in their non-wintery film costumes outdoors to exploit the show at the Omaha. . . . An Omaha meeting with

district manager William Miskell drew Tri-State managers Wally Kemp, Grand Island, Neb.; James Pickett, Hastings, Neb., Ira Crane, Fairbury, Neb., and Bruce Shelton, Fairbury, Neb. . . . Vern Bleyl closed the Snyder, Snyder, Neb.

Jack Snyder has been made manager, Strand, Hastings, Neb., replacing John Spencer, resigned. Snyder managed the Tri-States Drive-In, Hastings. . . . R. C. Max is overhauling the heating and air-conditioning system of his Royal, Sibley, Ia.

Portland

A special preview of "Cyrano de Bergerac" was held by Sam Nathanson, booked by Parker's Guild. . . . The Hollywood, Seattle, owned by G. M. Michael, was sold to Richard Ballantine. . . . All Oregon theatres and KPOJ observed "Brotherhood Week." . . . The Oregon legislature killed the 10 per cent admission tax bill.

Russ H. Schutt, Hamrick's city manager, Tacoma, Wash., reopened the Rialto after extensive repairs with William Carroll as manager. J. Birdsell is assistant. . . . Now at the Blue Mouse is Bill Hupp as manager. Veteran H. S. McMillen is manager, Temple. At the Roxy is Less Fagg, manager, with assistant Dens DuBois.

The drive-in season opened. Some drive-ins will be serviced in the trade area, and some 27 in the Seattle trade area, including the Inland Empire. Among those opening were the Sandy Boulevard, Amphitheatre, 82nd Street, Super 99, and Canyon Drive-In.

At a recent exhibitor association meeting, one member was heard to remark to another, "Without the association, we would be 10 times worse off. Besides the benefits of association services and meeting together and exchanging ideas, which do put dollars in the boxoffice, the time is here now when the association will be of inestimable value. Remember the last war? The association has the equipment and the personnel to represent us, and make deals for our protection and benefit. So, too, our national association watches legislation for us. Without these associations, and acting individually, we would get nowhere. The cheapest thing we've got is the cost of association membership. And in union there is strength, as the result of our association there are no bills affecting the industry at the Oregon or Washington legislatures."

St. Louis

In Clayton, Mo., Circuit Judge Fred E. Mueller, St. Louis County Circuit Court, ruled that Richmond Heights has no legal right or power under the Constitution of Missouri to exact or collect a five per cent tax on the gross receipts of the Esquire and Richmond. He held that the tax ordinance, effective in September, 1948, is, and has always been, invalid, since it was not a license fee, as the city officials had contended, but a revenue tax. Judge Mueller also found that the theatres' owners and managements were entitled to a permanent

injunction against the city and all of its officials and employees so that they shall be prevented from any and all further attempts to enforce the illegal ordinance. City Clerk A. Benoist Riley, Richmond Heights, said that the Esquire had paid the city \$23,973 up to Jan. 31, 1951, while the management of the Richmond had paid \$5,465 through May, 1950.

J. P. Murphy, owner, Annex, Garden-ville section, St. Louis County, closed recently, leased the structure to the Twentieth Century Auction Company.

Eddie Rosecan, owner, Rialto, Hannibal, Mo., consented to serve as the local chairman in Hannibal for the regional meeting of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois, at the Mark Twain Hotel, Hannibal, in April. Tentative plans include a special screening of a motion picture in the 600-seat Rialto. There will be a luncheon, to which city officials and leaders of Hannibal business, civic, and educational institutions will be invited, and this will then merge into a business session open not only to exhibitors but also to representatives of distributing companies, supply houses, and others.

In Charleston, Mo., D. B. Stout, Cairo, Ill., purchased from Selmer Campbell, retired farmer, the 350-car drive-in which is to be opened about April 1. . . . In Salem, Mo., the 300-car Starlight Drive-In, on Route 19, has been leased by the owners, Mr. and Mrs. Paul Hamaker, to Hugh Graham, owner, Webster, St. Louis, for a five-year period with an option for an extension. The Hamakers constructed the Starlight Drive-In with L. K. Pruitt, owner, Legion, Steeleville, Mo., but purchased Pruitt's interest in the drive-in several weeks ago.

In Nauvoo, Ill., the 395-seat Nauvoo, owned by J. A. and E. J. Kraus, had its grand opening. The quonset-type theatre gives the city its first motion picture shows since the Mormon was destroyed in a fire.

Secretary of State Edward J. Barrett, Springfield, Ill., issued a charter to operate as a corporation to Illiopolis Theatres, Inc., Illiopolis, Ill. The incorporators were Edward Griesheim, who operated the Illiopolis, a 250-seater, damaged by a fire on July 5; Luella Griesheim, and W. P. Roberts, an attorney. Griesheim purchased a lot from the Illiopolis Masonic Lodge as the site for a new theatre which Illiopolis Theatres, Inc., plans to construct.

Out-of-town exhibitors seen included: A. H. Boemler, Norside, Alton, Ill.; Joe Goldfarb, Uptown, Alton, Ill.; Ed Clark, Mattoon, Ill.; Frank X. Reller, Wentzville, Mo.; Otto Ingwersen, Montgomery City, Mo.; Forrest Pirtle, Jerseyville, Ill.; Fred Ballard and Paul E. Horn, Jerseyville, Ill.; Bud Mercier, Fredericktown, Mo.; Tilden Dickson, Crystal City, Mo., who recently returned from Phoenix, Ariz.; Paul Schroeder, Lebanon, Ill.; Charles Beninati, Carlyle, Ill.; John Rees, Wellsville, Mo.; L. A. Lieber and J. Hirth, Pacific, Mo.; Izzy Wienshienk, Publix Great States district manager, Alton, Ill.; William Waring, Jr., Cobden, Ill.; Eddie Clark, Metropolis, Ill.; Bill

Williams, Union, Mo.; Tom Baldwin, Mount Vernon Drive-In, Mount Vernon, Ind.; Val Mercier, Perryville, Mo.; Loren Cluster, Salem, Ill.; Herman Tanner, Vandalia, Ill., and Tom Bloomer, Belleville, Ill.

In Mattoon, Ill., Ed Clark, Mattoon, won public approval and good will for the circuit's Clark, Mattoon, and Times, through a special show for the Mattoon Junior Police. . . . In White Hall, Ill., the annual John Deere Day special show for farmers of this area, including all members of their families, was held in the Princess, owned by Joseph Lyman. . . . Miss Sophia Teppes, daughter of Bill Teppes, Criterion, was married at St. Nickolas Greek Orthodox Church, to Nick Karakas, in the candy business.

Salt Lake City

"Trio," Studio, was preceded by an invitation premiere for celebrities and opinion-makers. The picture has been endorsed by cultural and educational groups, and local college officials are organizing special seminars to analyze the Somerset Maugham stories and the film adaptation.

San Antonio

Eddie White, employee of the Empire, had quite a scare. While cleaning up, he discovered what appeared to him to be a stick of dynamite. Police found the stick to be a railroad flare. . . . C. A. Brean has been named manager, South San. . . . Monte Hale was in lining up dates for personal appearances. . . . Lew Waide is new Republic salesman in this territory, succeeding C. W. Atkinson. . . . Robert Lucchese, manager, Zaragoza, has announced that he will reinstate tabloid stage shows at the theatre along with a single film feature.

Among the out-of-town exhibitors in were: Genero Trevino, owner, and Joe Salazar, booker, Alta Vista, Beeville, Tex.; P. Suarez, Mexicano, Odessa, Tex., and Tropical, Midland, Tex.; Vic Jones and John Rowley, Robb and Rowley Circuit, Dallas; Paul Poag, Texas, and Rita, Del Rio, Tex., and George Spence, Robb and Rowley Circuit houses, Laredo, Tex.

The East Texas Theatres, Inc., latest house, the new Main, a 1,100 seater, Nacogdoches, Tex., has been opened. The first admission ticket was auctioned off, the proceeds going to "The March of Dimes." . . . Pat Murphy sold the Queen, Holiday, Tex., to Mr. and Mrs. G. J. Ford. . . . The Rose Garden, a 500 car drive-in, has been opened at Tyler, Tex., by Robert Rogers and Howard Arthur. It is located near the Tyler Junior College. . . . Billy Fox Johnson purchased the interest held by R. W. Renyck in the Ray Drive-In, Marshall, Tex. Johnson was one of the original associates in the drive-in.

The South Park Song Parade will be broadcast by remote control for a quarter hour Monday through Sunday from the South Park Drive-In, Beaumont, Tex. Jim Saxon, disk jockey, KRIC, will spin records from the concession stand, and interview patrons. . . . M. A. Gallia

sold his Dawn, Natalia, Tex., to Mr. and Mrs. Lee Estep. The Esteps formerly managed the Majestic, Devine, Tex.

R. S. Sterling has repurchased the Twilite and Starlite Drive-Ins, San Angelo, Tex., from the Robb and Rowley Circuit. Sterling sold the drive-ins about four months ago. . . . The Jones Circuit started construction at Brownfield, Tex., of the Regal, a 966-seat house. The circuit recently opened a drive-in. . . . The Round Up Drive-In has been opened at Angleton, Tex. The 350-car spot received its name in a local contest, according to Bob Dexter, manager. . . . Mr. and Mrs. Rubin Frels, owners, Nixon, Gonzales, Tex., were host to 35 of their employees at a luncheon.

Seattle

Sterling Theatres leased its Rivoli to A. L. Meakin, and the latter has reopened it with a motion picture-burlesque policy. O. M. Durham is doing the booking and buying, and Keith Lindforth is booking the burlesque shows.

Chester Weaver sold his Onalaska, Onalaska, Wash., to Calvin Lyons. Weaver is now managing the Madrona for Kenneth Graves. . . . John E. Doerr and Pete Panagos were here from Chicago with Ferd Nessel, Ed Hickey, and El Keyes, Midstate Amusement Company officers, from Walla Walla, Wash. . . . Ray Kaiser, salesman, Warners, was attacked by a thug as he alighted from his car. He sustained a severe head injury, and was left on the curb in an unconscious condition.

Will J. Conner, executive vice-president, John Hamrick Theatres, left for San Francisco and Los Angeles. . . . Hal Daigler, H. F. Shearer Company, with Mrs. Daigler, returned from a vacation. . . . Arthur and Gladness Gollofon, Northwest exhibitors, returned from a trip to San Francisco with Mrs. Patsy Sinkey, photographer. Mrs. Sinkey went south to have sound dubbed in on three recently completed nature films. She is the widow of Chalmers Sinkey, 20th Century-Fox newsreel photographer.

Buck Smith, former branch manager for Realart and Favorite, opened a motion picture booking and buying service. The new venture is known as Smith Enterprises, and has an office at 2329 Fourth Avenue. . . . Among state northwest exhibitors on The Row were: Mike Barovic, Puyallup; Al Fernandez, Clallam Bay; Paul Volkman, Wapato; Fred Merch, Jr., Yakima; Arthur Zabel, Olympia, and Les Theuerkauf, Tacoma. . . . Paul McElhinney, Republic branch manager, and Ernie Piro, United Artists salesman, returned from Eastern Washington.

In appreciation of the recruiting record rolled up by the special enlistment booth set up in the lobby of the Orpheum in conjunction with "Breakthrough," Lieutenant Colonel Edwin J. Beamer, Armor, Commanding, USAR, sent a letter to John Hamrick, president, John Hamrick Theatres, Inc., expressing the appreciation of the officers and men of the battalion, for the excellent cooperation.

NEWS OF THE

Territory

BRANCHES

Cincinnati

Cincinnati's premiere of Columbia's "Valentino" was highlighted by personal appearances of the two stars, Anthony Dexter and Patricia Medina, who made two-day appearances at the Palace.

W. Massey Foley was reelected president, Hyde Park Amusement Company, operator, Hyde Park, a large suburban house, managed by Horace Wersel. . . . Marian Spitznagel, ELC stenographer, resigned. . . . Sam Burkett, representative for Jack Schwartz Productions, and Mara Lynn, starlet, were in to promote "Prehistoric Women."

Margaret Woodruff, office manager-booker, Lippert, spent a weekend in Bellefontaine, O. . . . Stanley Kamin, MGM Booker, resigned to join Lippert. . . . Jack DeWaal, RKO auditor, was in.

Midwest Theatre Supply furnished the new Blue Grass, Blue Grass, Ky., with RCA equipment. The house opened on Feb. 23. Walter Hannah and Leonard Ruark are the owners. . . . The engagement of Connie Levin, Cleveland, and Marvin White, Mid-State Booker, has been announced. . . . Rube Shor, Allied, was in New York after attending a meeting in Washington, D. C.

Louis Korte replaced Milton Kress as assistant shipper, 20th-Fox. Kress, a former New York Giant ball player, rejoined the team's farm system. . . . Diana Lynn and Jesse White, who made personal appearances in connection with "Bedtime for Bonzo," were guests of the Variety Club for a cocktail party in the clubrooms in the Netherland Plaza Hotel.

Marian Gruner, U-I clerk, announced her engagement to John Suding. . . . William Blum, U-I branch manager, is recuperating nicely following surgery. . . . Marian G. Conley, cashier, Paramount, treated the office force to ice cream and cake on her birthday. . . . Betty Morrell, secretary to Jim Hogan, U-I Booker, was married Feb. 24.

Visitors included: Ray Friz, Bill Lui-bel, Francis Rafferty, Mike Chakeres, and Bill Settos, Springfield, O.; Jack Needham, Columbus, O.; Roy Wells, John Gregory, and John Holakan, Dayton, O.; Mr. and Mrs. R. A. Emmerick, Germantown, O.; Moe Potasky, Troy, O.; John Valaskas, Harrison, O.; Jim Malavazos and Fred Donahue, New Boston, O.; Charles Rich, Cleveland; Bill Hitchcock, Winchester, O.; Paul Russell, New Lexington, O.; Martin Junk, Batavia, O.; James Denton, Owensboro, Ky.; John Patton, Whitely City, Ky.; O. G. Roaden, Loyall, Ky.; J. N. Bran-

denberg, South Shore, Ky.; Jack Hoffman, Greenup, Ky.; Collins Harvey, Graceland, Ky.; George Combs, Harlan, Ky.; Charles Bowles, Russellville, Ky.; Howard Marshall, Danville, Ky.; Col. J. B. Howe, Carrollton, Ky.; Charles Scott, Vevay, Ind.; C. B. Hukle, Huntington, W. Va., and Harold Moore, Charleston, W. Va.

Backed by advertising, publicity, and exploitation campaign sustained at a peak level over a three-week period, Paramount's "Trio" opened to record business at the Guild. The buildup included a heavy television campaign over Cincinnati's three stations, tieups with department stores, schools, and public libraries, numerous newspaper features, and city-wide radio coverage. The campaign was climaxed by a special invitational premiere sponsored by The Times-Star.

Cleveland

The Variety Club, which, in January, elected Abe Kramer Chief Barker to succeed Irwin Shenker, is finally getting around to honor both former and present leaders. On March 12 the club is staging a dinner in the Theatrical Grill in honor of Shenker and Kramer. Jules Livingston, Republic, is headman in charge of ticket sales. . . . Lippert's "The Steel Helmet" is getting full coverage in this territory. Booked into every key town, Leo Gottlieb, branch manager, closed contracts with practically every Greater Cleveland circuit.

Bernard Rubin, head, Imperial, acquired three reissues for northern Ohio distribution while in New York. They are "Forced Landing" and "Power Dive," each starring Richard Arlen, and "Flying Blind," with Marie Wilson. He also acquired "The Blue Angel," "The Enchanted Forest," "The Titan," and "Third Time Lucky." Loew's Ohio, which played the first two of the Zane Grey series, booked the third of the series, "Heritage

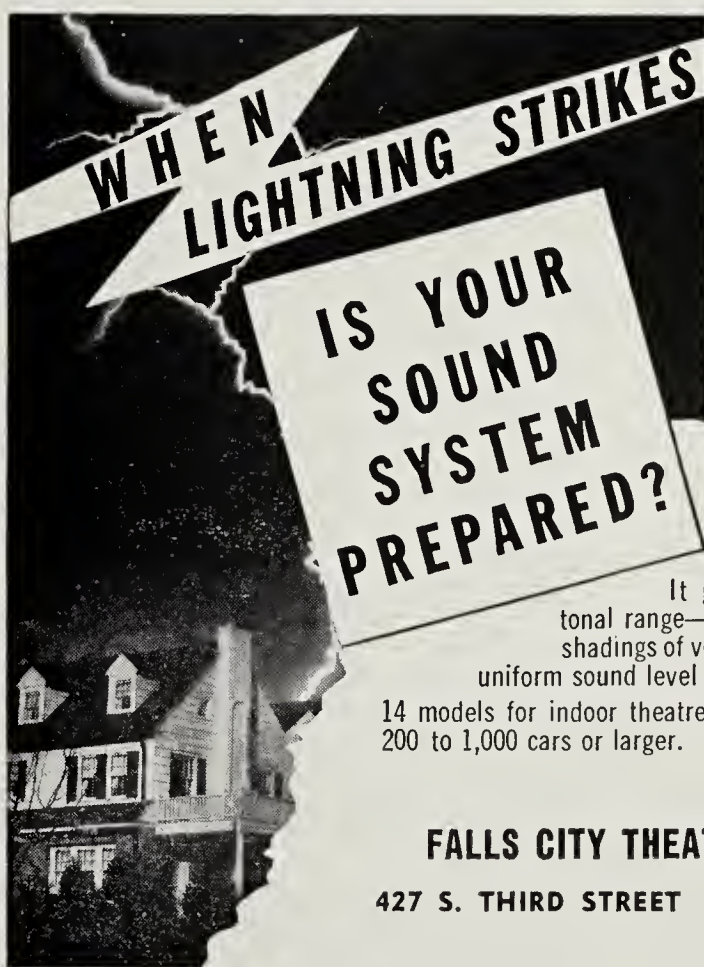
of the Desert" and "Light of the Western Stars."

Geroge "Bud" Gilliam is bringing to an end a 15-year association with the Warner Theatres department. He resigned to join the Schine Circuit as booking manager in the Cincinnati territory. His successor as booking assistant to Joe Weinstein has not as yet been named. Except for four years army service in World War II, Gilliam's entire business career has been with Warner Theatres. His father, the late George Gilliam, Sr., was connected with the Loew's as manager.

Nat Nathanson, United Artists eastern division sales manager, and Moe Dudelson, district manager, were in the Cleveland exchange acquainting branch manager Sidney Cooper with the new UA setup. UA's Leo Adler, auditor, was in, too.

Ethel "Pug" Wells, American Airlines stewardess, stopped over to meet members of the press, radio, and television. She made no stage appearances; but Dick Powell, who followed her by 24 hours, appeared on the RKO Palace stage for five performances on the opening day of "Cry Danger."

Skirball's Forum, Akron, O., is shifting from second-run to a first-run policy with "Bitter Rice." . . . Scarcity of some types of theatre equipment are already being felt, Frank Masek, manager, National Theatre Supply, says. Among those he named are popcorn machines and Drink-O-lators. He has two Drink-O-lators on the floor at the present time but no future deliveries in sight. When it comes to popcorn machines, Dale Morrison bought one for the Blue Bird Drive-In, Wadsworth, O. Carpets are scarce and costly, Masek says, because the 1951 Russian and Australian raw wool has been purchased by Russia, causing a critical shortage of the raw



When the scene on the screen is one of fury, with nature lashing out with its lightning and thunder, is your sound system capable of the smashing power necessary to carry out the full dramatic effect? When the leading man whispers sweet nothings into the ear of his glamour girl, can grandma, way back there in the last row, hear what he says? The answer is "yes" if you have a

MOTIOGRAPH
SOUND SYSTEM

It gives you the best balanced, most complete tonal range—a guarantee of life-like reproduction, delicate shadings of voice, musical qualities never before approached, uniform sound level throughout the theatre.

14 models for indoor theatres from 500 to 5,000 seats and drive-ins from 200 to 1,000 cars or larger.

FALLS CITY THEATRE EQUIPMENT COMPANY

427 S. THIRD STREET • LOUISVILLE 2, KENTUCKY

material in this country, and responsible for an 80 per cent price boost since the start of the war in Korea.

Peter Rosian, recently named U-I division manager, with headquarters in Cleveland, is remodeling the office space to accommodate division business.

The Salesmen's Club postponed its party until March 10. One of its members, Dave Kaufman, died recently as result of an automobile accident. The affair will be held in the Variety Club. . . . Nat Barach, National Screen Service branch manager, was in New York. . . . I. J. Schmertz, 20th-Fox branch manager, returned from a Florida vacation. . . . M. B. Horwitz, head, Washington Circuit, celebrated his Feb. 22 birthday with a family dinner.

Detroit

E. K. O'Shea, vice-president, Paramount Film Distributing Corporation, was in for a meeting with branch officers.

Condolences were extended to Bernard Samuels, general manager, Affiliated Theatres, and Elton Samuels, owner, Pontiac Drive-In, on the passing of their father.

Indianapolis

The half interest in Greater Indianapolis Amusement Company, owned by Gamble Enterprises, was sold to Denham Theatres, Denver, headed by B. D. Cockrill. Fourth Avenue Amusement Company is the other operating partner in the Greater Indianapolis Amusement Company.

Round tables for high schools and television audiences were held by the Round Table of Christians and Jews in observance of "Brotherhood Week." A "Brotherhood Week" program was given over WFBM-TV. Gilbert Forbes was the moderator, and speakers were Albert Lamb, the Rev. Johnson, and Jack Kammins, all co-chairmen. Local representatives of the industry included Kenneth Collins, Trueman T. Rembusch, and G. R. Frank.

Moe Esserman, salesman, U-I, spent a week with a severe cold. . . . The father of Edward Orenstein has been hospitalized in Louisville, Ky. . . . Louis Chwoning, booker-buyer, Sky-Air Open Air Theatre, Madison, Ind., entered the radio and television business in Madison. . . . Mrs. Iva Moore, Orpheum, Mitchell, Ind., is recuperating after an attack of influenza. . . . William Conway, Irvin, Cannelton, Ind., returned after a vacation in Florida. . . . Rosemond Parliment, formerly secretary to office manager Bob Stevens, RKO, has been promoted to assistant cashier.

Geneva Adams, former assistant cashier at RKO, resigned to accept a position as cashier at Affiliated Theatres. . . . Jack Platt, general sales manager, RCA, Cleveland, was a visitor at the Mid-West Theatre Supply. . . . The Colosseum will have a business meeting on March 10 in the Hotel Antlers to complete arrangements for its annual dinner

dance, to be held during May. . . . Jean Brennan is the new stenographer in the 20th-Fox booking department.

United Film Booking Service reports the addition to its clientele of the East Drive-In, Terre Haute, Ind., operated by Wisher Myers, and the Family Drive-In, Evansville, operated by Ted Graulich.

Visitors included: Joe and William Reiss, Reiss Circuit, Louisville, Ky.; Clair Stuckey, Warren, Warren, Ind., and the Lakeland, Angola, Ind.; Walter Weil, Weil, Greenfield, Ind.; J. Whitley, Colonial, Kokomo, Ind.; Floyd Morrow, Drive-In Theatres, Shively, Ky.; Ed Campbell, Drive-In Theatres, Buechel, Ky.; Bruce Kixmiller, Colonial-Indiana, Bicknell, Ind.; Kathryn Fettig, Auditorium, Connorsville, Ind.; Allan Moritz, Moritz Circuit, Cincinnati, and Matt Scheidler and A. Standish, Orpheum, Hartford City, Ind.

Pittsburgh

Mr. and Mrs. Norman Mervis, Paramount, are the parents of a baby girl, named Myra. . . . Wally Allen, Allied of Western Pennsylvania business manager, was named as one of the four members of the 1951 advisory committee of National Allied for the annual convention. Others were: Stanley Kane, Minneapolis; William Ainsworth, Milwaukee, and Abe Berenson, New Orleans. Allied of New Jersey was awarded the convention, and it will be held this fall in New York.

Gene Autry and his troupe played to almost capacity crowds at the Gardens recently. The advance sale was not good but a sudden surge the day before the show opened did the trick. Autry also visited Columbia on Film Row, and gave a party to his close friends at his hotel between shows.

Diana Lynn, Jessie White, and Bonzo, the chimp, who appear in "Bedtime for Bonzo," were to appear on behalf of the Fulton, where the film has its first-run.

When Gertrude Berg appeared for charity here, Paramount and Warner Theatres executives spoke of her complete cooperation, and wished all personalities were as cooperative.

The Casino switched to a vaudeville and burlesque policy. . . . The tickets for Mario Lanza's concert sold out in almost one day, more than a month before the concert is scheduled. . . . Gabe Rubin, whose Art Cinema is running "Bitter Rice," closed a deal to distribute the film in the Pittsburgh territory.

The Wall Street Journal ran a story on the boxoffice pick-up, and devoted considerable space to the Manos Circuit and its new public relations efforts, and to Bob Higgins, Rialto, Beaver Falls, Pa., and his aggressive campaigns. We'don Waters, Cooperative Theatre Service general manager, gave a statement on business and policies in the area.

Frank Formoso resigned as U-I booker to join U. S. Steel, Duquesne, Pa., and Owen Cline, another booker at

the same exchange, left to join Hallmark, Philadelphia. . . . Watty Watson, exploitation expert, Metro, was in.

Grace Loughran, MGM office worker, and Eddie Reith, Columbia shipper, were married recently. . . . Vic Weschler, Colonial, Erie, Pa., was named a director, Erie Chamber of Commerce. . . . Weldon Waters, Cooperative Theatre Service, visited the Mid-States Circuit, Clearfield, Pa. Cooperative buys and books for all 16 of the Mid-States Theatres.

The Family, Rochester, Pa., was held up, with \$150 cash stolen and \$500 worth of damage done to the theatre office and safe. It is the management's opinion that someone hid in the theatre at closing time.

Travelers going east from Dubois, Pa., are told to ignore the large detour sign at Weedsville, Pa., which reads "Road closed from St. Mary's, Pa., to Emporium, Pa. Detour via Routes 555 and 120." The road is not closed, and is being used daily.

Art Morrone, Superior Supply, returned to work after a serious operation, and was greeted joyously by his many friends. . . . Mrs. Betty Shannon resigned as booker at Cooperative Theatre Service to be "just a plain housewife," as she puts it. Jane Patterson, booker, United Artists, resigned to move into Mrs. Shannon's booking desk at Coop.

Morris Finkel, William Finkel, Norman Mervis, and Fred Hasley, representing the independent neighborhood theatres in Allegheny County met with the committee from the projectionists' union recently.

Fred Beedle, Canonsburg, Pa., exhibitor was busy combatting a proposed 10 per cent amusement tax to be enacted by City Council.

Bert Stearn, head, Cooperative Theatre Service, made the front pages of the Miami, Fla., papers when his apartment was robbed. Mrs. Stearn was out with the Jimmy Nashes, Gerard, Westview, Pa., and the apartment was entered at that time.

Al Katz, Rowland, Wilkinsburg, Pa., resigned to enter the insurance business, and a string of moves were made by Warner Theatres as a result. Larry Knee, Strand, Oakland, Pa., replaces Katz. Harry Brady went from the Squirrel Hill to the Strand. George Corcoran was transferred from the Virginian, Charleston, W. Va., to Parkersburg, W. Va., and Wallace Elliot from Lima, O., to Charleston.

Milton Bailie, Kenyon, died suddenly of a heart attack. . . . Ed Lurie was in for "The Steel Helmet," Fulton, the first Lippert production to play the theatre. . . . Bill Walker, Jr., Crafton, Crafton, Pa., expects to be admitted to the bar this spring. He got his law degree at the University of Pittsburgh. He is serving an apprenticeship in the offices of his father-in-law, Judge F. Clair Ross, Superior Court.

NEWS OF THE

Territory

Boston

Crosstown

At the "Brotherhood Week" luncheon held at the Copley Plaza Hotel under joint sponsorship of the Boston Chamber of Commerce, the Kiwanis Club, and the Advertising Club, many leading area industryites participated. On the dais were: Martin J. Mullin, president, Children's Cancer Research Foundation; Theodore Fleisher and Hatton Taylor, co-chairmen, "Brotherhood Week," and William Koster, executive director, Variety Club.

As a public service to Massachusetts public schools, the First National Bank of Boston is presenting a series of WB-Pathe newsreels, "News Magazine of the screen," throughout the school system. Purchased at cost from Alfred Butterfield, Warner New York office, films will be distributed by Department of Education Division of University Extension-Office of Radio, Audio, and Visual Aids. At a tea at the Copley Plaza, Lloyd O. Brace, president, First National, presented the first film to John J. Desmond, Jr., Commissioner of Education in Massachusetts. A preview was shown to school teachers and principals.

Bob Newhook, publicist, Loew's Boston Theatres, married Elaine Gaetani, secretary to E. M. Loew.

Joe Wolhandler, handling publicity for Captain Auten's "Chance of a Lifetime," Copley, hit the front page of The Boston Herald recently when he attempted to pass out \$2 bills to passers-by on Tremont Street. Wolhandler offered the \$2 bill to any pedestrian who would take a chance, and give him \$1, but he only got nine takers out of 40 approached.

John Beaufort, feature writer, The Christian Science Monitor, had a two-column spread in the national edition of the paper on "Gerald McBoing-Boing." He tabbed it "Gerald McBoy, McBoy."

ELC fieldman Joe Mansfield, and "Red" King, RKO Theatres publicist, received nice cooperation from the army, signal corps, and Red Cross, who set up booths in the lobby of the Boston in conjunction with "Korea Patrol."

A blaze caused by careless disposal of a cigarette in a ventilating shaft caused evacuation of about 300 kids at a matinee at the Inman Square, Cambridge, Mass., recently. The fire was confined to the shaft, and damage was slight.

Captain Harold Auten, producer, "Chance of a Lifetime," played host to critics at a luncheon at the Statler recently following which he made a whirlwind tour of radio and TV stations for brief appearances. Lou Newman, Copley, who accompanied him on his tour, was

so knocked out it took him two days to recuperate.

The flu epidemic caused the mayor of Chelsea, Mass., to issue an edict prohibiting children under 12 to attend theatres in that city. Police were posted at all theatres to enforce the edict.

Film District

Hugh Owen, Paramount's eastern and southern division manager, was in conducting a sales meeting.

Stan Davis, RKO booker, avers it must have been two other fellows who won the junior squash championship for he's still lame from the only time he attempted to play the game, and that was way back. Besides, he prefers his squash in a pie.

The Variety Club had a screening for members and wives, followed by refreshments. . . . Louis Richmond, Variety Club Dough Guy, is recuperating from a siege of illness in Florida. . . . Congratulations go to Mr. and Mrs. Ken Mayer, on the recent birth of a daughter, Diane Susan. Father is the U-I salesman.

The many friends of Martin Touhey, LeRoy, Pawtucket, R. I., will be sorry to hear that he suffered another stroke recently. . . . Phil Engel, field man, and Ed Callahan, Jr., salesman, 20th-Fox, spent a day in Hudson, Mass., recently to assist George Markell, owner, New Hudson, on "The Mudlark." . . . Will Mathews and Al Clark, Fay's Providence, R. I., were in town on a buying and booking tour. . . . Morris Schmalzbach, 20th-Fox auditor, spent a few days on his routine visit of exchanges.

The largest contingent of New Englanders ever to attend a national Convention of Variety Clubs International is expected at the meetings scheduled from May 9-12 at the Bellevue Stratford Hotel, Philadelphia. . . . Dick Berenson, connected with the Interstate and Redstone Drive-In Circuits, has been named chairman, Red Cross drive. A mammoth show with stage, screen, and radio personalities teed off the drive.

Irving Lesser, representing Sol Lesser, spent several days recently in sales huddles with RKO exchange head Hatton Taylor. Here in connection with "Tarzan's Peril," Leser expressed optimism regarding the possibility of star Lex Barker making personal appearances.

Malcolm Keen, who portrays Capulet in "Romeo and Juliet," Shubert, attended a screening of "Chance of a Lifetime" at RKO in order to catch a glimpse of his son, Geoffrey.

A check for \$385 was presented by Joe Cifre, on behalf of Macauley Post 270, to the Variety Club's "Jimmy Fund" drive. This was the first donation received, the drive not getting under way until early summer. . . . The First National Bank of Boston purchased the Massachusetts rights for "The March of Time's" reissues for showing over WBZ-TV on a weekly basis.

Exchange personnel were hard hit by the flu epidemic with as many as nine

New England Bowling

BOSTON—New England Theatres was tied for first place with Independent Theatres last week as the New England Theatrical Bowling League moved into the sixth week of the second half. Harry's Snack Bar was in second place, with Macauley American Legion Post third, American Theatres even with MGM for fourth, and Affiliated Theatres tied with RKO in the trailing spot.

Standings to date show:

Team	Won	Lost
NE	20	4
Inde.	20	4
HSB	16	8
Leg.	10	14
Amer.	8	16
MGM	8	16
Aff.	7	17
RKO	7	17

INDIVIDUAL AVERAGES

Plunkett, NE 99.6	Rahilly, HSB 85.8
Freeman, HSB ...95.2	Young, Inde. 85.7
Serra, Inde. 94.3	Spingler, Leg. 85.3
Burlone, NE 93.6	Field, Aff. 85.1
Levin, Inde. 91.1	McGerigle, RKO ...84.9
Romanoff, NE ...91.0	Anderson, HSB ...84.4
Fahlbusch, NE ...90.7	O'Hara, RKO ...83.9
Rathgeb, MGM ...89.7	Cavicchi, Leg. 83.4
Morton, HSB 89.4	Alfano, Amer. 83.3
Hill, Inde. 89.3	Rowe, Aff. 82.7
School, MGM 88.6	Castro, HSB 82.3
Hochberg, Aff. ...88.2	LaCross, RKO ...82.1
DeBruiel, Amer. ...87.9	Feinstein, Amer. ...81.6
Vieira, Leg. 87.9	Dooley, Leg. 80.5
Farrington, Aff. ...87.4	McGowan, MGM ...80.4
Smith, RKO 87.4	MacIntyre, Amer. 79.7
Goldman, Aff. 86.9	McCarthy, Amer. 77.3
Arsenault, NE 86.7	Oberman, MGM ..69.7
Fineberg, MGM	69.0

HIGH SCORES

Single: Plunkett, NE, 105; three strings: Plunkett, NE, 286.

people absent from one exchange in one day. All exchanges reported at least two out each day.

Condolences go to Toby Tobachnik, secretary, Affiliated, on recent passing of her father; to Walter Brown, Boston Garden, on the death of his sister, and to Maxwell Andleman, Devonshire, on the passing of his mother.

Ralph Banghart, RKO field man, was off to Montreal for 10 days to set up a ballyhoo for several films, and oversee the personal appearance of Rhonda Fleming. . . . Paul Levi, ATC publicist, spent several days in New York recently, where he met with Bob Coyne, COMPO, and representatives of the Treasury Department discussing the industry's part in the forthcoming savings bond drive. Levi represented ATC head, Sam Pinanski, touring the south.

Joe Markell, Markell Sanitary Supplies, a Film Rowite, is spending his free time as a member of the Citizen's Committee of Watertown, Mass. . . . Nathan Yamins spent a week in town recently but returned to Florida. . . . Ray Feeley, Independent Exhibitors, spent a day in Augusta, Me., lining up local spokesmen to oppose Legislature Document 801 and Senate paper 340, considered detrimental to the industry.

WANTED: Experienced theatre manager. Kindly reply in writing only, stating experience and qualifications to:

MICHAEL REDSTONE

230 Boylston Street, Boston 16, Massachusetts

New Haven Crosstown

Paul Klinger is on the job as new manager, Loew-Poli Bijou. . . . Jim Darby, Paramount, continues to get the nice bally plugs on the "Sidewalk Interview" radio show thrice weekly over WNHC. . . . Morris Rosenthal, Loew's Poli, was due back after a hospital stay. . . . H. Cohn, Dixwell was working on a new "Radio Movie Quiz" to be held for four weeks. Dick Barry was to emcee the show, which was to be put on transcription. The Rivoli, West Haven, was also set for this deal. . . . The Fairmount giveaway deal is to start on March 17, with prizes being radios and bicycle for kiddies. . . . Sam Hadelman, Grand, was away on a short trip.

Meadow Street

The RKO branch office is newly decorated, with Metro to get a paint job next. . . . Drive-Ins are getting ready to reopen. . . . With the pleasant weather, some of the boys in the exchanges have been using their Sundays with some golf. Leon Jakubson, Metro office manager, was seen out batting the golf balls around. . . . Mollie Smith, Metroite, was a vacationist. . . . John Hesse, Warner district manager, was back after a hospital stay. . . . The closed Gem, Naugatuck, was the center of controversy. It has been used by the youngsters for basketball, and there have been complaints of no heat, broken windows, etc. . . . The Lord, Norwich, continues to run teaser ads about the opening of "Lord's Plainfield indoor and outdoor theatre." . . . The Palace, Norwich, has "Talent Night" on Tuesday. . . . Stamford Elks Lodge 899 presented "A Night of Stars" at the Palace for the benefit of the "Heart Fund." . . . Sympathy is in order for Michael Jacobson, Mayfair, Bridgeport, on the death of his sister, Mrs. Sarah Levin, treasurer, Strand Amusement Company. . . . Arthur Fensmore has been subbing as projectionist, Poli, Bridgeport, for his dad, James, who has been ill.

Connecticut Glastonbury

Mrs. Frances Lampert, manager, Glastonbury, had five of her musical compositions played by a Middletown night club orchestra. . . . Everett Sweetland, projectionist in area theatres for 15 years, is the new boothman at the Glastonbury.

Hartford

Governor John Davis Lodge and his staff were guests at a special screening of MGM's "Father's Little Dividend," with Loew-Poli executives in attendance including Harry F. Shaw, division manager; Lou Cohen, Loew-Poli, and Fred R. Greenway, Loew's Poli Palace.

Hy Fine, former district manager, M and P Theatres, now an executive with New England Theatres Corporation, Boston, will serve as toastmaster at the May 9 dinner for Local 84. The event, which will mark Local 84's 50th anniversary, will have an attendance of at least several hundred theatrical people

representing all parts of the country, Rube K. Lewis, Loew-Poli Palace stage manager, and Local 84 business agent, announced. Lewis and Charles Obert, stage manager, Allyn, and Local 84 president, are in charge of ticket reservations.

Police authorities stopped the midnight showings of "Everybody's Girl" at the Star. Bernie Menschell and John Calvocoressi, circuit partners; Mike Masselli, house manager, and Jack Kearns, projectionist, were arrested by the police on charges involving indecent or immoral exhibitions. The four men posted bonds, and had their cases continued until March 2. The men were arrested when members of the Vice Squad, acting on orders from Chief of Police M. J. Godfrey, attended a performance of "Everybody's Girl." The theatremen were arrested, and the film taken to police headquarters. Masselli said he could not understand the police action inasmuch as the motion picture had been on the screen for a week prior to the action.

As a stunt for "Three Guys Named Mike," Loew-Poli manager Lou Cohen and his aide, Norm Levinson, admitted free the first three men named "Mike" identifying themselves at the theatre opening day.

Meriden

Amateur shows are to be launched on the Palace stage beginning in April. . . . On the infanticipation list are the Tony Masellas. He's the Palace manager.

Maine Portland

Ministers, women's club members, teachers, PTA members, radio and newspaper personnel, and exhibitors attended a recent preview of "I'd Climb The Highest Mountain" at the Civic followed by a luncheon in the Eastland Hotel. J. M. Connolly, 20th-Fox branch manager, and Stanley Young, Maine sales representative, were on hand for the preview, and spoke briefly at the luncheon. Another Maine screening was held in Bangor. Mrs. Hazel M. Cousins, manager, arranged the party.

Massachusetts Fall River

James Knight, 57, relief manager, Nathan Yamins Theatres, was painfully injured in a recent automobile accident. . . . Theatre personnel were represented at the recent funeral of John F. Sullivan, formerly manager of seven theatres operated in this city by Nathan Yamins.

Lynn

Chief Petty Officer Irving McLeod, navy recruiting station, and assistants were guests of manager Eddie Myerson, Capitol, during the showing of "The Flying Missile." . . . Korean veterans from the Chelsea Naval Hospital were guests at the Capitol on the opening night of "A Yank in Korea." Manager Eddie Myerson, Capitol, and newspaper men attended a Boston press luncheon tendered Lon McAllister. . . . Elliott

Oshry and Joseph Comeau, Capitol, will join the army. . . . Manager Eddie Myerson, Capitol, and manager Royce Beckman, Warner, took turns writing Tom McGovern's column in The Lynn Telegram while he was on a vacation. . . . Manager Royce Beckman, Warner, received a letter from Gloria M. Auger, publicity director, Lynn chapter, American Red Cross, thanking him for the display space in the Warner lobby during the bloodmobile drive.

Springfield

The personal appearance of Anthony Dexter at the Bijou helped the eastern premiere of Columbia's "Valentino."

(In the Feb. 21 issue of EXHIBITOR, a photograph of touring MGM stars in Springfield, Mass., was erroneously identified as a shot taken during their visit to New Haven, and George Freeman, manager, Loew's Poli, was thereby mistakenly listed as a New Haven manager.—Ed.)

New Hampshire Concord

Following a heated debate on the proposed motion picture projectionists' license, the Senate Judiciary Committee reported that the measure is "inexpedient to legislate."

Representative Ansel N. Sanborn, exhibitor from Wakefield, has been appointed as jury commissioner of the federal court.

Rhode Island Providence

Police Captain George W. Cowan, amusement inspector, banned showing of "The Blue Angel" last fortnight, 20 years after he had allowed it to play the Paramount, now the Strand. The ban was announced after Cowan and Lieutenant McTernan, his assistant, had viewed the reissue at a screening arranged by Classic Productions, Inc., the censor gave no reason for his ban, stating merely that it "is not approved for public exhibition in Providence." Police Chief Higgins said he had received Cowan's report a week earlier saying the film is "unfit to be shown" because of material in the script.

Edward O'Connell, manager, Palace, plans to schedule films more suitable for youngsters for Saturday matinees, he told a gathering of church and parent-teacher groups recently. O'Connell appeared by invitation at a meeting of four Parent-Teacher Association units and four churches in the Broad Street School.

Vermont Brattleboro

The Latchis gave a Sunday benefit performance, sponsored by the Elks, for Brattleboro Hospital Fund.

Middletown

When "You Can Beat the A-Bomb" was shown at the Capitol, admitted free of charge were all members of the auxiliary police and fire groups.

NEWS OF THE

Territory

New York City
Crosstown

Harry Hochfeld was elected chairman, Screen Publicists Guild. Other officers are Ray Murray, Columbia, vice-chairman, and Ed Altschuh, Warners, secretary.

With the recent dissolution of Vog Films, importer and distributor of foreign films, Noel Meadow, former partner, acquired the rights to several properties from the company, "Jenny Lamour," "Eagle With Two Heads," "White Legs," and "A Student In Paris," the last two not yet released in this country. Discina International entered into a deal with Meadow whereby that company will handle the distribution of "Jenny Lamour," packaging it with its own film, "The Cheat." The deal does not include the 11 western states. "Dedee," owned by Meadow and David Kay, is being distributed by Eagle Lion Classics.

Lila Grossman, secretary to Milton Cohen, ELC's eastern division manager, was married to Ernest Katz.

Philip Gerard, U-I eastern publicity manager, returned from Florida. . . . W. A. Scully, U-I domestic sales consultant, returned to Florida.

Irving Lesser and Seymour Poe, Sol Lesser Productions' representatives, left on a tour of RKO Radio eastern branch offices to set up day-and-dates for "Tarzan's Peril." . . . Howard Lewis, a seven-pond, six-ounce son, has been born to Mr. and Mrs. Seymour Roman at Doctor's Hospital. Roman is manager, Columbia's pressbook department. The couple have one other child, David. . . . William B. Levy, world-wide sales head for Walt Disney Productions, returned from Hollywood following conferences on releasing plans for "Alice in Wonderland."

"Amphitryon," French screen comedy, has been acquired for reissue presentation by Academy Productions, Inc., recently organized distribution company headed by Frank Kassler and Martin J. Lewis.

The Sign, Pictorial, and Display Union, Local 230, Painters, Decorators, and Paperhangers of America, AFL, is asking for a 15 per cent cost-of-living increase for members of the publicity, advertising, and exploitation staffs and artists and letterers at RKO.

The Sioux Indian chiefs who toured key cities on behalf of openings of Universal-International's "Tomahawk," showed their gratitude to members of U-I's home office publicity and exploitation department in a tangible way. In special ceremonies in the lobby of Loew's State, they conferred titles of honorary chieftains on three members. Milt Living-

ston, trade press contact, now has the title of "Goes to War"; Jerry Evans, who was adopted by the tribe, is "Sioux Boy," while Herman Kass is "Chief Eagle."

Howard Dietz, MGM vice-president and director of advertising, publicity, and exploitation, arrived from the coast. . . . Mort Spring, vice-president, Loew's International, returned after two weeks at the studio. . . . William H. Wright, MGM producer, headed back for the coast after spending several days here conferring with John Sturges, director, and Charles Hunt, business manager for his "The People Against O'Hara," being produced here.

Scientific Appraisal Corporation, a division of Fass and Wolper, Inc., theatre specialists, has enlarged the theatre and drive-in appraisal division, with Albert Josephthal as supervising director.

William Gaddoni, MGM Omaha manager, arrived for home office conferences. . . . George Fisher, Dallas MGM salesman, was in for a home office visit.

Lothar Wolff returned after an 18-month leave of absence in Europe, where he headed the film information program for the Economic Cooperation Administration in Paris. Wolff will resume his former duties as a producer in the Louis de Rochemont company, RD-DR Corporation.

Producer S. P. Eagle left for the coast after conferring with Arthur B. Krim, president, United Artists, and Max E. Youngstein, vice-president and national director of advertising, publicity, and exploitation, on releasing plans for "The Prowler." . . . Producer I. G. Goldsmith and Mrs. Goldsmith concluded their talks on releasing and exploitation plans for "Three Husbands" and "The Scarf."

New Jersey
Newark

Due to the resignation of Arthur Gilgar, manager, Ritz, Dominick Barreca, manager, Globe, becomes manager, Ritz, and Frank Jacobs is new manager, Globe.

Ben Adler, art director and advertising consultant, moved his office from the Academy building to the Paramount building, New York.

The Cranford, Cranford, N. J., and Union, Union, N. J., had Shandin, the magician, matinees. . . . The Regent and Savoy presented DeDio's dog act. . . . The Tivoli and Stanley had "Texas Al" Mason, the singing cowboy, on stage.

Mrs. Lillian Scares, for many years assistant manager, Union, Union, N. J., became the first woman manager for Warners Jersey Theatres when she was appointed manager, Cameo, South Orange, N. J.

Denise Darcel made a personal appearance at the Wellmont, Montclair, N. J.,

with the showing of "Tarzan and the Slave Girl." Jack Barrett is manager. . . . Frederick Dressel, manager, Capitol, used Pete, a live monkey, as a lobby display on "King Solomon's Mines." . . . Gladys O'Neill, Capitol, with Warner Theatres for 10 years, resigned.

William Weiss, manager, Montauk, Passaic, N. J., has taken a leave of absence due to illness. . . . Sam Roth, manager, Baker, Dover, N. J., has taken an early vacation, and will spend it touring through Europe.

Arnold L. Jordan, with Warner Brothers Jersey Circuit for many years, has been appointed assistant film buyer.

New York
Albany

Congratulations go to Mr. and Mrs. Larry Lapidus, he is Warner Theatres' booker, upon the birth of their first child, a daughter, Sandra Marsha, weighing seven pounds, nine ounces at the Albany Hospital. . . . Mary Flynn, Upstate Theatres office manager-booker, returned from a weekend in New York. . . . The Variety Club, Tent 9, will hold its ninth annual dinner dance honoring the retiring crew of 1950 at the Ten Eyck Hotel on March 16. Boyd Raeburn and his orchestra have been engaged, and there will also be a big show. . . . Leo Rosen, managing director, Fabian's drive-ins, and wife attended the recent Brotherhood dinner at the Waldorf-Astoria, New York. . . . Frank Lynch, Paramount booker, was absent due to the grippe. . . . Chris Pope, Schine's booker, Gloversville, and Ray Pollack, shorts booker, spent several days along Film Row. . . . Mr. and Mrs. Dave Rosenbaum, Elizabethtown, are spending a vacation in Miami, Fla. . . . Helen Hart, Loew's cashier, became engaged on Valentine's Day to Lieutenant Leo P. Deane, stationed in Fort Benning, Ga. . . . Joan Boisvert, Loew's boxoffice statement clerk, resigned. . . . Katherine Stewart, Monogram inspectress, is recuperating at her home after undergoing an operation at St. Peter's Hospital. . . . Diana Dobbs, secretary to Bob Adler, Monogram office manager-booker, announced her engagement to James Reis, and is planning for a wedding in May. . . . Exhibitors who visited were: Mark Holtrey, Harrisville; Bob Flockheart, Corinth; Harold Strassberg, Glens Falls, and George Stanton, Luzerne.

—M. E. B.

Buffalo

Congratulations go to Mike and Sid Kallet, Kallet Circuit, Oneida, who added another link with the opening of their new Genesee, Syracuse. A delegation from Buffalo attended the inaugural ceremonies of the 1100-seat house; Jack Mundstuk and Abe Harris, MGM; Jack Chinell and Arnold Febrey, RKO; Dave Miller, U-I; Manny Brown, Eagle Lion Classics; Ray Pashley, Lippert, and Elmer Lux, Darnell Theatres. Bob Kallet and wife, Shirley, were also in attendance from Oneida.

The newly organized Heart Waves of Variety held a meeting in the Variety Club rooms. The new club name was

suggested by Edna Kozanowski, wife of the Rivoli owner. Proceeds of a white elephant sale, held prior to the meeting, were donated to the Cerebral Palsy Fund.

Bill Brereton, Basil Brothers publicity director, has been confined. . . . Edgar Weil, veteran showman, has been appointed assistant manager, Shea's Buffalo, by Vincent R. McFaul. Weil is well-known in theatrical circles. . . . All Shea community theatres had special matinees on Washington's Birthday. . . . Jim Barone is the newly appointed manager, Cinema, replacing Peter Becker, resigned. . . . Gerry Westergren, Basil staff, is back after the gripe.

Congratulations go to Bud McDonough, Monogram booker, who middle-aided it with Wilma Powell, RKO staff. . . . George Mackenna, general manager, Basil's Lafayette, had Diana Lynn, Jesse White, and Bonzo, the chimp, for appearances with "Bedtime for Bonzo."

Exhibitors and distributors attended a Brotherhood committee luncheon in the Hotel Statler ballroom sponsored by the Chamber of Commerce in cooperation with the "Brotherhood Week" committee. Ralph Bradford, was principal speaker.

Murray Whiteman, Chief Barker, Variety Club, announced "Monte Carlo Night" in the clubrooms. . . . Bessie Buehler, sister of Lydia Behling, Ellen Terry and Sylvia owner, wrote from Miami Beach, Fla.

E. K. O'Shea, vice-president, Paramount Film Distributing Corporation, was in meeting with branch officers. . . . John Good, Paramount salesman, died suddenly of a heart attack in Boston. He is survived by his widow, Jean, and a seven-year-old son, John, Jr. Good, 33, joined Paramount as a booker in the Boston branch in 1942, and was transferred to Buffalo as a salesman in 1948.

George and Dorothy Gammel, Gammel Circuit, motored to Cincinnati to visit the Phil Fox family, and are now enjoying New Orleans.

—M. G.

Rochester

Arthur Krolick, manager, Paramount, arranged a preview of "I'd Climb the Highest Mountain" in the Monroe for some 500 religious, civic, and educational leaders. Charles B. Kosco, 20th-Fox branch head, Buffalo, was host.

The Regent got new carpets for the mezzanine, balcony, and lobby. . . . Two new Century projectors were installed at the Strand. . . . Manager Louis Thompson, Regent, promoted such a life-like looking mechanical cow as a lobby display for "The Milkman" that some woman actually screamed when she turned her head to look at them. The milk company donating the display also gave the theatre bumper cards on its trucks and a number of television spots.

PROJECTIONISTS' CORNER—Fred Trost wonders why John Copple doesn't tell him about that Arizona trip. . . . Joe

EYEING THE

Exchanges

NEW YORK—Members of the Motion Picture Bookers Club are enthusiastic about the theatre party set for May 21. The production selected is the new musical, "A Tree Grows in Brooklyn," which opens soon at the Alvin. Lillian Seidman and Lee Kaye have been named co-chairmen of the committee, and president Harry Margolis feels sure that everyone will have a swell time.

MGM—Folks were glad to see former night film inspector Jack Joyce around. He is now with Uncle Sam. . . . Print booker Herman Garriss was ill. . . . Sadie Walsh, film inspector, passed another milestone on March 6. . . . The executives who took time out to donate blood deserve some congratulations. . . . Shipper August Cugat and film inspector Fay Reiss also gave some to the Red Cross. . . . Frances Papprello will be accepting birthday congratulations on March 14. . . . Dorothy Hall, boxoffice statement department, left. . . . Mildred Boyd is happy about her switch into the boxoffice statement department.

U-INTERNATIONAL — Secretary Rose Cassouto was ill. . . . The office was brightened by the visit of exhibitor Charles Zingale, Luna and Happy Hour, Brooklyn. . . . Everyone is looking for the speedy return of Harry Fellerman. . . . Print booker Hank Feinstein, who will tie the wedding knot in about a month, was out ill.

REPUBLIC—The entire office staff is hoping for the quick recovery of assist-

Vecchio, Jr., and Sheldon Trent welcomed baby sons. . . . When the boys ask Walter Knopf how he can afford that Florida trip, he counters, "I'd rather spend it for that than doctors' bills." . . . Bill Ingraham moved to the city for the winter from his Honeoye Falls farm, but Les Barager continued to live in his cottage near Hamlin Beach. . . . Since Floyd Spencer moved to Bushnell's Basin, he parks his car in Pittsford, and rides in on the bus. . . . Cal Bornkessel planned to go to Florida the last week in March after Billy Holmes' return. . . . Bert Blackford was recuperating after an operation. —D. R.

Syracuse

Charles Graziano moved in from the Schine house in Amsterdam to manage the Paramount following the resignation of Richard Feldman. . . . Jack Flex seems to be doing his usual sort of job in Terre Haute, Ind. . . . Between theatre and fraternal business, Frank Allen, Allen, Solvay, is just about the busiest exhibitor we have ever seen.

Don Wander, former assistant manager, Empire, now with the army at Fort Dix, N. J., spent a weekend here. . . . Sol Sorkin, manager, RKO-Keith's, purchased a home in Ellis Street. . . . We were glad to meet Carroll Blair, the other half of La-Bla, in a hurry as usual.

—J. J. S.

ant branch manager Robert Fannon, who broke his ankle. . . . Biller Sylvia Seiden was a year wiser on March 1. . . . Phyllis Wornow, typist, left. . . . Dave Belaire, student trainee, completed his work at the New York exchange, and returned to the home office.

BONDED—Shipper Johnny Hogan was ill. . . . Film examiner Selma Stammer is excited over her daughter Audrey's wedding on March 11. The young couple will honeymoon at the Nevele Country Club. . . . Supervisor Harry Newman is back on the job after being ill. He had his birthday on March 1.

UNITED ARTISTS—Upstate representative Richard Perry was reporting on conditions. . . . Secretary Elizabeth Miranda has become quite an expert duck pin bowler. . . . George Gonzalez, statistical clerk, is happy over the fact that he won an ice skating event at the Van Cortland Park Lake in a meet sponsored by the East Bronx Boys Club. . . . Sid Jacobson, former manager, Farmingdale, Farmingdale, L. I., which was destroyed by fire, dropped in. . . . George Rizner, York, and Tom Adam and A. Darby, A. A. Adam's Circuit, were also in. . . . Former employee Irving Dreibin, now working out of Indianapolis, was around. . . . That vision seen Sundays on the bicycle path of Prospect Park is Janette Moses.

20TH CENTURY-FOX—Frances Singer, secretary to Martin Moskowitz, was ill. . . . The gang in the shipping department was happy to welcome head shipper Mike Nochese back. . . . February 20 was a red letter day for switchboard operator Ruth Bechtold. It was on the same day in 1920 that she first came to work for the company. The girls in the office took her to lunch to help her celebrate 30 years of employment.

COLUMBIA—Booker Lenny Saver was ill. . . . Sylvia Bernstein was glad to be back after being ill. . . . Nannette Issacs, cashier's department, was also sick.

RAMBLIN' 'ROUND—Bell announced that "The History of Mr. Polly," a J. Arthur Rank production, will have its premiere at the Art. . . . President Joe Woods, Local B51, was recovering from a recent operation. . . . Phyllis Phillips, stenographer, RKO, was ill. . . . The Motion Picture Bookers Club held an open meeting in the Hotel Taft. . . . ELC booker Al Trilling will complete six years of wedded bliss on March 17; contract clerk Zelda Goldstein was back, and Vera Hudson, clerk, was ill. . . . William Speigler, Guffanti Film Laboratories, is on a four-week Florida respite. . . . Paramount biller Ruth Richardson was sick, while Eva Cohen, billing department, was back after illness. . . . Murray Stahl, Rivoli, Rutherford, N. J., is expected back after a Florida vacation. . . . Leonard Taylor, Skouras, and Gloria Korn, Favorite, are new members of the Motion Picture Bookers Club. . . . Frances Atlas, RKO biller, is back after a wonderful honeymoon. . . . RKO's Nettie Kanasy was sick.

—ARNOLD FARBER

NEWS OF THE

Territory

Philadelphia
Crosstown

The City Treasurer reported that amusement taxes for 1950 totalled \$3,589,201.76 as compared to \$4,261,105.64 for 1949. For December, 1950, receipts were \$325,543.46 compared with \$400,001.75 for December, 1949. The decrease for the 12-month period was minus 10.24.

Joe E. Sapsis, manager, announced that despite rumors to the contrary, the Eureka is not going to close.

Sid K. Stanley, veteran showman, who has recently been in the ticket office of the Philadelphia Eagles professional football team, expects to go back to his government chores any day now.

The Riviera is now down to a weekend operation.

The Fox held a preview of 20th-Fox's "U.S.S. Teakettle" last week. . . . Mel Koff was reported buying the interest of Carl Munzer in the Darby, Darby, Pa.

Vine Street

They are calling Monogram salesman Mike Katz "lucky" since he came out of that accident at Harley, Pa., unscratched after a train hit his automobile, but you should have seen the car, Katz says. . . . Their friends were glad to see Monogram salesman Eli Ginsberg and MGM salesman William Hopkins back on the street. . . . Republic branch manager Norman Silverman attended home office conferences in New York City. . . . J. V. O'Gara, new Republic district manager, was in at the branch. . . . Pat Beck, RKO salesman, was on the sick list. . . . Jean Marie Carr is back at Warners as a stenographer. She was formerly at the exchange as a bookkeeper.

Helen Strollo, Warner biller, was given a shower. She will be married soon. . . . Caroline Fisher, Warner contract clerk, was back after a bout with the flu. . . . Dave Moliver intends entering the auction business on a large scale soon.

Condolences are extended to Louis Blaustein, National Screen Service salesman, upon the recent death of his sister. . . . His many friends were glad to see Dan Katlin, popular Lansdale, Pa., exhibitor, up and around. . . . The flu bedded quite a few industryites.

Nelson Wax, Boxoffice, announced something new for kid matinees, three big serials to be run on one big thrill show, one episode each week. These are Realart reissues, each has 13 chapters, "The Royal Mounted Rides Again," "The Master Key," and "Lost City of the Jungle." Wax says the triple serial package features new prints, paper, trailers, etc.

Penna. Bill Would
Ban "The Miracle"

HARRISBURG, PA.—Among bills introduced in the legislature last week were the following:

One by Representatives Beech and Schmidt, Allegheny County, to amend an act passed by the General Assembly on June 24, 1939, and increase the age range of children prohibited admittance to theatres during school hours. The bill would change the law to apply to children "subject to compulsory school attendance laws" rather than specifically stating those between 8 and 14 years of age. It was referred to the Committee on Judiciary.

Representatives Amarando, Dougherty, Conway, and Wilbur H. Hamilton, all of Philadelphia, presented a resolution in the House calling for "unequivocal disapproval" of "The Miracle," and requesting that the Pennsylvania Board of Censors prohibit its showing anywhere in the State.

A meeting of Motion Picture Associates of Philadelphia was held in the RKO projection room.

Benny "American Film" Harris points with pride to critical raves given to "You Can Change The World," all-star short, which he is distributing in this territory.

Circuits
Stanley-Warner

The Stanley-Warner press staff certainly arranged a busy schedule for Robert Stillman, producer, "The Sound of Fury," UA release, during his one-day visit. Included were air interviews with Creighton Stewart, George Lord, Mary Biddle, Kal Ross, and Powers Gouraud; press interviews with Marian Kelley, The Inquirer; Jack Brady, The Bulletin, and Chuck Melvin, The Daily

News; dinner with Warner executives, Press Club presentation of a scroll and screening of the film at the Press Association headquarters at WCAU, and a meeting with Ben Gimbel, president, WIP, and board member, Mutual Broadcasting Service, regarding "Queen For A Day." The activities resulted in newspaper breaks including the three interviews and a photo break of Sig Hagen, president, Philadelphia Press Association, making the presentation of the citation.

The S-W Allegheny closed.

Ray Ayrey was in from the New York office to replace Ellis Shipman while the latter was vacationing. . . . Lee Klein is back for a month, and then will return to Florida. . . . Leo Balceley, Sedgwick manager, returned to his post after a four-week leave of absence. . . . Joe Forte, Bromley manager, is recovering from his recent surgery. . . . Lane manager Barney Cohen is busy chauffeuring to and from the hospital where his wife is under observation. . . . Bob DeFino moved from the Plaza to the Earl.

District of Columbia
Washington

The Georgetown, operating as an art cinema under the consultative supervision of Al Sherman, celebrated its first anniversary. Camelia corsages were presented to the first 100 feminine customers. After-the-show patrons were given birthday cakes. Peter and George C. Heon are the owners.

A most distinguished gathering of leading statesmen and wives was on hand for the opening of 20th Century-Fox's "Of Men And Music" at the Dupont. Heading the list of patronesses for the event, sponsored by the American Newspaper Women's Club for the benefit of the Parent-Teachers' Association District of Columbia Health School for Crippled Children, was Mrs. Harry Truman. Mrs. Eric Johnston was chairman of the benefit showing, with

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Mrs. Sigrid Arne, president, American Newspaper Women's Club, also on the benefit committee.

Don Prince, eastern publicity director, RKO, was in on the first of a series of personal visits Prince plans to make to key city newspapers and radio stations.

The Flower observed its first anniversary. Suburban Bank's Fred Lutes presented a plaque to manager Waggaman. On two days, all children accompanied by their parents were admitted free. Says general manager Frank Boucher, "We're a family theatre first of all."

The "World Brotherhood Dinner" sponsored by the National Conference of Christians and Jews had many showmen helping to make the affair a gala occasion. Mrs. Verna D. Linzel, executive director, enlisted the aid of the following showmen: George A. Crouch and Frank La Falce, Warner Theatres, and Orville Crouch, Loew's. Tables were taken by the Motion Picture Association of America, the Variety Club, and the Motion Picture Theatre owners.

TWENTIETH CENTURY FOX—Booker's clerk Leona Weedon was ill. . . . Mrs.

Clara Taylor, head inspectress, was back after being out with an eye ailment. . . . When the Variety Club and Film Row started classes, Mrs. Sara Young headed the committee.

RKO—Robert E. Mochrie, vice-president and general sales manager, was in to inspect the new offices. . . . Margaret Pryar had a birthday with a birthday cake to sample. . . . Bob Gruver, Glen Burnie, Md., visited.

PARAMOUNT—Helen Schultz, contact clerk; Ida Green, cashier, and Peanuts Lec, assistant cashier, attended the Variety Club luncheon at the Shoreham, and Mrs. Green came home with a two-pound box of candy.

REPUBLIC—Al Landgraf, office manager-booker, had an operation on his nose but is getting along very well. . . . Nayard Madden, salesman, made a visit to the Pitts Circuit. . . . Bill Wilson's wife, Yvonne, is in the hospital. He is head shipper.

ELC—Berendine Barnell is a new biller. . . . Mr. and Mrs. Max Cohen

celebrated their 30th wedding anniversary in Florida.

WARNERS—The two bowling league teams in The Motion Picture Exchange League are doing better.

SANDY—Fred Sandy was in Baltimore, Md. . . . There has been quite a bit of company, John Golder, Philadelphia; Joe Baer, and Nat Klein, Baltimore, Md., were in for a short time.

MGM—Alice Clarke, inspectress, is proud of her brother, Wellner Streets, Washington Times Herald staff photographer, who was the grand prize winner in the eighth annual photo contest of the White House News Photographers Association. Streets was awarded the grand prize by President Truman. . . . Cashier clerk Elizabeth Dlackstock was recently married to Russel Spalding. . . . New members are: Margaret Connelly and Mary Suznazick, Rudy Berger's office; Kathleen Thorne, cashier's office, and Ruth Weidner, inspection department. . . . Dot Small of the contract department, sick for some time, is coming along nicely.

It was a terrific turnout for Variety Club, Tent 11, at the National Press Club for the Brotherhood-Valentine annual dinner. Approximately 400 were in attendance. Herman Lowe, in charge of the program, did a fine job along with Chief Barker Morton Gerber. Attorney General J. Howard McGrath introduced the key speaker, Supreme Court Justice Tom Clark, and Gerber presented a corsage to A. Julian Brylawski's mother as a Valentine gesture.

Max Miller, ELC, was in town working on "They Were Not Divided," Playhouse, and "So Long at the Fair," Translux. The American premiere of the former honored the United States Armor Association.

Delaware Wilmington

Repeal of Delaware's "racial discrimination" laws as they apply to public places of entertainment and refreshment and public carriers is sought in a bill submitted to the State Senate, Dover, Del. The measure was handed in by Senator Dudley Crossley as part of the Democratic Party's platform. Similar measures have been introduced in the General Assembly in the past but have not been passed.

"The Man About Town" column in The Journal-Every Evening reported sidelights on the recent Warner annual meeting, covered by the paper's able John S. Spruance, Jr. "The meeting," Spruance wrote, "was a big event for Henry L. Sholly, local columnist and news gatherer on matters of corporate finance. Henry's big moment came when he left his seat to whisper something to (Former Federal) Judge (Hugh M.) Morris. The judge beamed, and put a fraternal arm around Sholly. 'Ah, yes!' he announced to the stockholders. 'I've just been reminded, ladies and gentlemen, that there are theatre passes avail-

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TRADE SCREENINGS

PHILADELPHIA

MGM (1220 Summer) March 14, 11, "The M-G-M Story"; 15, 11, "Soldiers Three" (Stewart Granger, Walter Pidgeon, David Niven, Greta Gynt); 22, 11, "The Painted Hills" (Lassie, Paul Kelly, Bruce Cowling) (Technicolor).

RKO (250 North 13th) March 13, 2:30, "Tarzan's Peril" (Lex Barker, Virginia Huston, George MacReady); 20, 2:30, "My Forbidden Past" (Robert Mitchum, Ava Gardner, Melvyn Douglas); 21, 10:30, "Saddle Legion" (Tim Holt, Richard Martin, Movita); 21, 2:30, "Footlight Varieties" (Jack Paar, Red Buttons, Wendy Waldron).

WARNERS (230 North 13th) March 12, 2:30, "Lullaby Of Broadway" (June Day, Gene Nelson) (Technicolor).

Park, Md., continues to lead in the contest to select "Miss Patuxent" in conjunction with the Navy Relief Drive. Jars bearing photos of contestants have been placed in the theatre lobby, and each penny placed in the jars counts as a vote. . . . Park aide Windy Hodgdon was certainly happy when his lost wallet was found by assistant manager T. L. Harrison, Jr. . . . Mrs. Ray Trumbule, wife of the Park manager, is looking forward to spring gardening on their estate, "The Ranch." . . . Progress on the P. E. Gray theatre, Lexington Park, Md., has been slowed up. . . . John D. Bailey's Hughesville, Hughesville, Md., has new marquee lettering.

New Jersey Moorestown

The Township Committee passed on final reading an ordinance that will prohibit commercial amusements on Sundays. Banned are the operation of bowling alleys, roller skating rinks, theatres, dance halls, and pool or billiard parlors. The community has one theatre, the Criterion, and a bowling alley. The new ordinance was aimed primarily at the Criterion, which has been open on Sunday despite protests of local church organizations. The penalty for the violation of the new ordinance is a \$200 fine or 90 days in jail, or both. A petition to hold up passage of the ordinance and



Manager Dave Kaplan, Colonial, Atlantic City, reported that this front display for his recent run of Lux Films' "Bitter Rice" helped considerably in bringing in grosses that were well above average.



In a recent tieup with jewelry stores, cards like this, showing Dean Martin and Jerry Lewis, stars of Paramount's "At War With The Army," were spotted in shop windows in Baltimore, Md., for the recent run of the picture at the Stanley.

able for you. See Mr. Vanni (A. J. Vanni, out-of-town zone manager for Warner Theatres) in the back of the room." In the same column, Spruance noted that Judge Morris admitted he didn't have a television set. In fact, he was rather undecided about the question of to buy or not to buy. "Don't you get one!" snapped stockholder Frank E. Schoonover, Wilmington artist.

EXHIBITOR correspondent Sholly was invited by the Du Pont Company to a preview of "The Du Pont Story." . . . Dick Edge, manager, Pike, Claymont, gained publicity showing his theatre and the attraction sign. The picture showed parents blocking traffic in their efforts to secure a traffic light at the theatre intersection, a campaign Edge backed by publicity on the theatre's screen. Governor Elbert N. Carvel intervened, and ordered the traffic light installed.

Joe Conway, who with Bill Wolf, has taken over the Strand, says Strand personnel from the previous management are being continued on the job. Conway and Wolf have instituted a policy of art pictures with evening performances only. Herb Wilson is house manager.

Thieves stole more than \$85 from the Ace.

—HENRY L. SHOLLY

Maryland Baltimore

A candidate for the City Council presidency is Arthur B. Price, well known in film circles due to his many years as a salesman and exhibitor.

Curtis Hildebrandt has become Baltimore representative for ELC, succeeding Danny Rosenthal, who has become 20th-Fox representative. . . . Monogram is being represented by Joe Young, formerly with United Artists.

—JACQUES SHELLMAN

Leonardtwn

Manager Val Lyons, Glymount, Indian Head, Md., was in conferring with manager Bob Wentworth, St. Mary's. A "Lucky Night" is being introduced on Thursdays, Lyons said. . . . George Morgan Knight, Jr., EXHIBITOR correspondent, believes that his latest song, "Wonderful Girl," will soon be in the hit class. . . . Mae Hall, Park, Lexington

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have a referendum on the measure was taken under advisement. Melvin J. Fox, owner, Criterion; William Wright, Jr., manager, and Sidney K. Heilbron, an agent of the theatre corporation, were to be given hearings on charges of violating the 1877 blue laws which prohibit Sunday activities.

Pennsylvania Cross Keys

Nick Power, Key, recently started a series of "Talent Hunt" nights which have proven quite a boxoffice attraction and a community service project. The feature is running for a five-week period, with U. S. Savings Bonds going to winners.

Gettysburg

Paul Dougherty, projectionist, Majestic, marked his 25th anniversary in the business. He began at the Strand in 1926, and transferred to the Majestic in 1927, where he has continued since, except for 20 months spent in the army during World War II.

Harrisburg

Mark Rubinsky, owner, Uptown, was a recent sojourner at Miami Beach, Fla.,

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PHILADELPHIA SIGN COMPANY SIGNS—MARQUEES

305 BROWN STREET, PHILADELPHIA, PA.



This make-believe Klansman drew plenty of attention to the recent run of Warners' "Storm Warning," Stanley, Baltimore, Md., as he paraded through Baltimore shopping districts and business centers.

along with a group of Colonial Country Club members. . . . Ira L. Schiffman reports "The March of Dimes" collections of \$415.10 at his Rialto and \$202.65 at his National.

Pat Ryan writes friends from Gulf Shore Trailer City, Fla., that he enjoys reading the local news in EXHIBITOR. Ryan is enjoying good health and the Florida sunshine.

For "The Jackpot," D. S. Blosser, manager, Hill, Camp Hill, Pa., arranged a tieup with the Sherwin-Williams Paint Company in which 500 copies of the company's booklet on home decorations were given away.

Lebanon

Henry A. Otto, president, Eastern Enterprises, Inc., which included the Mt. Gretna, Mt. Gretna, Pa., died in a Harrisburg, Pa., hospital.

Pottsville

More than a hundred boys and girls, members of the school safety guides' patrol, were guests at a Saturday afternoon showing of the Capitol. The affair was arranged by the Pottsville police force as a reward to the boys and girls for excellent service they have given the police in guarding street crossings near school buildings.

Reading

The Shillington, Joseph Shverha, Shillington, Pa., is offering free parking service.



During the recent run of "The Prince of Peace," Ritz, Reading, Pa., manager Eugene Plank hosted groups of orphans, several hundred of whom are seen above.

Virginia Richmond

Early returns from the questionnaire sent out by the Virginia Motion Picture Theatre Association indicate that less than a third of the theatres in the state have increased admission scales in the past two years. Increased scales were reported by 31 of the first 100 theatres returning the form. The same group of houses, representing first-and subsequent runs, indicated that all but seven have their own extra profits sections, with 54 operating their own, and 39 leasing them to outside firms.

Philadelphia Variety Club

A working organization to handle the campaign for the 15th annual convention of Variety Clubs International from May 9-12, is all set, according to statement of Victor H. Blanc, general chairman of the convention. Blanc has surrounded himself with what he calls his steering committee, Ted Schlanger, Jack Beresin, James P. Clark, Jay Emanuel, Everett C. Callow, Harold D. Cohen, Edward Emanuel, Michael Felt, Louis J. Goffman, Jack H. Greenberg, David Supowitz, and Bennett E. Tousley. Edward Emanuel will act as liaison officer, Goffman will be in charge of legal affairs, and Greenberg is treasurer. Greenberg has appointed Herbert Baylson, Cecil Felt, William Blumberg, and Sidney Samuelson to assist him. Carrying out of the campaign has been broken down into five divisions. Mike Felt, in charge of operations, has appointed to assist him Mo Wax, Clint Weyer, Cecil Felt, Mitchell Panzer, Oscar Neufeld, Ben Biben, Sam Alesker, and Louis Molitch. Schlanger will be responsible for the grand banquet. Callow is his assistant in charge of all details. Harry Biben and Harold Seidenberg will look after the entertainment while the men in charge of the technical side of getting the Ken Murray television show on the screen will be Harry Freedman, William A. MacAvoy, Harry Romain, William C. Goodwin, David O. Peterson, Elmer O. Wilschke, Abe Freeman, and Meyer Lewis. Laying out the program of events, and seeing that the events are carried out, will be under the direction of Cohen. Assisting him will be George T. Beattie, Cecil Felt, Freedman, Meyer Lewis, Ralph W. Pries, Milton Rogasner, and George Sobel. Jay Emanuel is chairman, journal committee, and he has appointed as his aides Robert Adleman, Herbert M. Miller, and Paul Greenhalgh. Publicity is being handled by a committee under the chairmanship of James Ashcraft, who has appointed as his general assistants Mike Weiss and Ed Gallner. Helping in the details of the work will be Robert Pryor, George Nonamaker, John Scheuer, Leonard Matt, William A. Banks, Irving Blumberg, Milton Young, William Brooker, Ed Rosenbaum, George Fishman, Max Miller, and Richard Mayers. Representatives from every state will attend the convention, it is hoped.

"The Mating Season" was screened through the courtesy of Paramount.

Allied Artists

SHORT GRASS—W—Rod Cameron, Cathy Downs, Johnny Mack Brown—Good western—83m.—see Jan. 3 issue—(AA18).
SOUTHSIDE 1-1000—MD—Don DeFore, Andrea King, George Tobias—Suspense-filled meller has the angles for selling—73m.—see Oct. 25 issue—(AA17).

TO BE REVIEWED OR IN PRODUCTION

DRUMS IN THE DEEP SOUTH—Guy Madison, Barbara Peyton, Barton MacLane—(Supercinacolor).
HIGHWAY MAN, THE—Charles Coburn, Wanda Hendrix, Philip Friend—(Cinacolor).
I WAS AN AMERICAN SPY—Ann Dvorak, Gene Evans, Douglas Kennedy—(AA19).

Astor

BADMAN FROM BIG BEND—W—Cal Shrum, Max Terhune, Alta Lee—Routine western—55m.—see Sept. 27 issue.
HOLY YEAR AT THE VATICAN, THE—DOC—“The March of Time” documentary narrated by Monsignor Fulton J. Sheen—Religious entry should appeal in certain situations—66m.—see Sept. 27 issue—(Made in Italy).

Columbia

(1949-50 releases from 201 up)
 (1950-51 releases from 301 up)

ACROSS THE BADLANDS—W—Charles Starrett, Smiley Burnette, Helen Mowery—Above average series entry—55m.—see Sept. 27 issue—(262).
AL JENNINGS OF OKLAHOMA—W—Dan Duryea, Gale Storm, Dick Foran—Good western—79m.—see Jan. 31 issue—(Technicolor)—(327).
BETWEEN MIDNIGHT AND DAWN—MD—Mark Stevens, Edmond O'Brien, Gale Storm—Good melodrama—89m.—see Sept. 27 issue—(328).
BLAZING SUN, THE—MUW—Gene Autry, Pat Buttram, Lynne Roberts—Above average Autry—70m.—see Nov. 8 issue—(246).
BORN YESTERDAY—C—Judy Holliday, William Holden, Broderick Crawford—Highly entertaining adult comedy—103m.—see Nov. 22 issue—Leg.: B—(344).
CHAIN GANG—MD—Douglas Kennedy, Marjorie Lord, Emory Parnell—Okeh for the lower half—70m.—see Oct. 11 issue—(313).
COUNTERSPY MEETS SCOTLAND YARD—MD—Howard St. John, Amanda Blake, Ron Randell—Okeh program for the lower half—67m.—see Nov. 22 issue—(307).
EMERGENCY WEDDING—C—Larry Parks, Barbara Hale, Willard Parker—Pleasing comedy—78m.—see Nov. 22 issue—Leg.: B—(332).
FLYING MISSILE, THE—MD—Glenn Ford, Viveca Lindfors, Henry O'Neill—Interesting programmer has plenty of selling angles—92m.—see Jan. 3 issue—(335).
FULLER BRUSH GIRL, THE—F—Lucille Ball, Eddie Albert, Carl Benton Reid—Entertaining comedy has plenty of selling angles—85m.—see Sept. 27 issue—(239).
FURY OF THE CONGO—AD—Johnny Weissmuller, Sherry Moreland, William Henry—Routine series entry for the duallers—69m.—see Feb. 28 issue.
GASOLINE ALLEY—CD—Scotty Beckett, Jimmy Lydon, Susan Morrow—Film version of comic strip is packed with selling angles—77m.—see Jan. 17 issue—(301).
GENE AUTRY AND THE MOUNTIES—MUW—Gene Autry, Pat Buttram, Elena Verdugo—Okeh Autry—70m.—see Jan. 31 issue—(351).
GREAT MANHUNT, THE—see State Secret.
HARRIET CRAIG—D—Joan Crawford, Wendell Corey, Lucille Watson—Good women's show—94m.—see Nov. 8 issue—(323).
HE'S A COCKEYED WONDER—C—Mickey Rooney, Terry Moore, William Demarest—Amusing comedy for the duallers—77m.—see Nov. 8 issue—(340).
KILLER THAT STALKED NEW YORK, THE—MD—Evelyn Keyes, Charles Korwin, William Bishop—Exploitation entry is packed with selling angles—79m.—see Dec. 6 issue—(241).
LAST OF THE BUCCANEERS—ACD—Paul Henreid, Jack Oakie, Karin Booth—Fair adventure drama has names to help—79m.—see Oct. 11 issue—(Technicolor)—(341).
LIGHTNING GUNS—W—Charles Starrett, Smiley Burnette, Gloria Henry—Okeh series entry—55m.—see Dec. 20 issue—(361).
OPERATION X—D—Edward G. Robinson, Richard Greene, Peggy Cummins—Robinson name ought to help fair drama—79m.—see Jan. 3 issue—(English-made)—(333).
PETTY GIRL, THE—CMU—Robert Cummings, Joan Caulfield, Elsa Lancaster—Entertaining musical is packed with selling angles—87m.—see Aug. 16 issue—Leg.: B—(Technicolor)—(317).
PRAIRIE ROUNDUP—W—Charles Starrett, Smiley Burnette, Mary Castle—Okeh “Durango Kid”—53m.—see Jan. 31 issue—(363).
PYGYM ISLAND—MD—Johnny Weissmuller, Ann Savage, David Bruce—Routine series offering for the lower half—69m.—see Nov. 22 issue—(342).
RAIDERS OF TOMAHAWK CREEK—W—Charles Starrett, Smiley Burnette, Kay Buckley—Okeh series entry—55m.—see Nov. 8 issue—(362).
REVENUE AGENT—MD—Douglas Kennedy, Jean Willies, Onslow Stevens—Okeh for the duallers—72m.—see Dec. 20 issue—(312).
RIDIN' THE OUTLAW TRAIL—W—Charles Starrett, Smiley Burnette, Sunny Vickers—Okeh “Durango Kid”—56m.—see Feb. 14 issue—(364).
ROOKIE FIREMAN—MD—Bill Williams, Barton MacLane, Marjorie Reynolds—For the lower half—63m.—see Sept. 13 issue—(311).
STAGE TO TUSCON—W—Rod Cameron, Wayne Morris, Kay Buckley—Good western—82m.—see Dec. 20 issue—(Technicolor)—(334).
STATE SECRET (The Great Manhunt)—MD—Douglas Fairbanks, Jr., Glynis Johns, Jack Hawkins—Meller rates with the better imports—97m.—see Oct. 11 issue—(English-made)—(331).
STREETS OF GHOST TOWN—W—Charles Starrett, Smiley Burnette, Mary Ellen Kay—Okeh “Durango Kid”—54m.—see Aug. 16 issue—(264).

EXHIBITOR

SERVICESECTION

THE CHECK-UP of all features and shorts for an eight-month period

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SECTION 2
 Vol. 45, No. 18

MARCH 7, 1951

TEXAN MEETS CALAMITY JANE, THE—W—Evelyn Ankers, James Ellison, Lee White—Color may help mild western—71m.—see Oct. 25 issue—(Cinacolor)—(303).
TOUGHER THEY COME, THE—MD—Wayne Morris, Preston Foster, Kay Buckley—Okeh programmer for the duallers—69m.—see Dec. 6 issue—(305).
VALENTINO—BID—Anthony Dexter, Eleanor Parker, Richard Carlson, Patricia Medina—Should ride into the better money—105m.—see Feb. 14 issue—Leg.: B—(Technicolor).
VATICAN, THE—DOC—Documentary of life in the Vatican—Good entry for art houses and Catholic audiences—38m.—see Sept. 27 issue—(Technicolor)—(Made in Italy).
WHEN YOU'RE SMILING—MUCD—Jerome Courtland, Lola Albright, Frankie Laine—Okeh exploitation entry—75m.—see Sept. 13 issue—(304).
YANK IN KOREA, A—MD—Lon McCallister, William Phillips, Sunny Vickers—Topical film will fit into the duallers—73m.—see Feb. 14 issue.

TO BE REVIEWED OR IN PRODUCTION

BAREFOOT MAILMAN, THE—Robert Cummings, Terry Moore, Jerome Courtland—(Supercinacolor).
BONANZA TOWN—Charles Starrett, Smiley Burnette.
BIG GUSHER, THE—Wayne Morris, Preston Foster, Dorothy Patrick.
BRAVE BULLS, THE—Mel Ferrer, Jose Torvay, Miroslava.
CHINA CORSAIR—Jon Hall, Lisa Ferraday, Ron Randell.
CRIMINAL LAWYER—Pat O'Brien, Jane Wyatt, Mike Mazurki.
CYCLONE FURY—Charles Starrett, Smiley Burnette.
FIVE—William Phipps, Susan Douglas, James Anderson.
FLAME OF STAMBOUL—George Zucco, Richard Denning, Lisa Ferraday.
FORT SAVAGE RAIDERS—Charles Starrett, Smiley Burnette, Peter Thompson.
HARLEM GLOBETROTTERS, THE—Thomas Gomez, Dorothy Dandridge, The Harlem Globetrotters.

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or unclassified by the Legion.

Abbreviations following titles indicate type of picture.

ACD—Action drama	MUCD—Musical comedy drama
AD—Adventure drama	MU—Musical
ACMU—Action musical	MUSAT—Musical satire
ADMD—Adult melodrama	MUW—Musical western
BID—Biographical drama	MY—Mystery
BIDMU—Biographical drama with music	MYC—Mystery comedy
C—Comedy	MYCM—Mystery comedy musical
CAR—Cartoon feature	MYD—Mystery drama
CD—Comedy drama	MYMD—Mystery melodrama
CDMU—Comedy drama musical	MYMU—Mystery musical
CFAN—Comedy fantasy	MYW—Mystery western
CFANMU—Comedy fantasy musical	NOV—Novelty
CMD—Comedy melodrama	OPC—Operatic comedy
CMU—Comedy musical	OPD—Operatic drama
COMP—Compilation	OD—Outdoor drama
COSMD—Costume melodrama	OMD—Outdoor melodrama
D—Drama	PD—Psychological drama
DFAN—Drama fantasy	ROMC—Romantic comedy
DMU—Dramatic musical	ROMCMU—Romantic comedy musical
DOC—Documentary	ROMD—Romantic drama
DOCD—Documentary drama	ROMDMU—Romantic drama with music
DOCMD—Documentary melodrama	SAT—Satire
ED—Educational feature	SCD—Sex comedy drama
F—Farce	TRAV—Travelogue
FAN—Fantasy	W—Western
FANMU—Fantasy musical	WC—Western comedy
FMD—Factual melodrama	WCMU—Western comedy musical
FMU—Farce musical	WD—Western drama
HISD—Historical drama	WMD—Western melodrama
MDMU—Melodrama musical	WMDMU—Western melodrama musical
MD—Melodrama	WMU—Western musical
MUC—Musical comedy	

HER FIRST ROMANCE—Margaret O'Brien, Allen Martin, Jr., Joseph Fallon.
HURRICANE ISLAND—Jon Hall, Marie Windsor, Romo Vincent—(Supercinacolor).
LEFTY FARRELL—Elizabeth Scott, Terry Moore, Alexander Knox.
LORNA DOONE—Barbara Hale, Richard Greene, Wally Bishop—(Technicolor).
"M"—David Wayne, Howard Da Silva, Luther Adler.
MAGIC CARPET—Lucille Ball, John Agar, Patricia Medina—(Supercinacolor).
MASK OF THE AVENGER—John Derek, Jody Lawrence.
MY TRUE STORY—Willard Parker, Helen Walker, Anthony Quinn—(Technicolor).
NO HELP FROM HEAVEN—Dane Clark, Cathy O'Donnell, Tom Drake.
OUTLAW TAMER, THE—Charles Starrett, Smiley Burnette, Nancy Saunders.
REMEMBER THAT FACE—Broderick Crawford, Betty Huelter, Otto Huelter.
SANTA FE—Randolph Scott, Janis Carter, Allan Martin, Jr.—(Technicolor).
SATURDAY'S HERO—John Derek, Donna Reed, Otto Huelter.
SECRET, THE—John Derek, Lee J. Cobb, Jody Lawrence.
SIROCCO—Humphrey Bogart, Lee J. Cobb, Maria Toren.
SMUGGLER'S GOLD—Cameron Mitchell, Amanda Blake, Carl Benton Reid.
SNAKE RIVER DESPERADOES—Charles Starrett, Smiley Burnette.
SUNNY SIDE OF THE STREET—Jerome Courtland, Terry Moore, Lynn Bari—(Supercinacolor).
TEXANS NEVER CRY—Gene Autry, Gail Davis, Don Harvey—(352).
TEXAS RANGERS—George Montgomery, Gale Storm, John Litel—(Supercinacolor).
WHEN THE REDSKINS RODE—Jon Hall, Mary Castle, Sherry Moreland—(Supercinacolor).
WHIRLWIND—Gene Autry, Smiley Burnette, Gail Davis.
WHISTLE AT EATON FALLS, THE—Dorothy Gish, Lloyd Bridges, Carleton Carpenter.

Eagle Lion Classics

(1949-50 releases from 001 up)
 (1950-51 releases from 201 up)

BLUE LAMP, THE—MD—Jack Warner, Jimmy Hanley, Gwynne Whitby—Good British meller—84m.—see Jan. 31 issue—(English-made)—(016).
BORDER OUTLAWS—W—Spade Cooley, Maria Hart, Bill Edwards—Routine western—58m.—see Dec. 6 issue—(260).
CATTLE QUEEN—W—Marla Hart, Drake Smith, William Fawcett—Routine western—69m.—see Feb. 14 issue.
GOLDEN SALAMANDER—MD—Trevor Howard, Anouk, Herbert Lom—Interesting import has appeal for class, art spots—96m.—see Dec. 6 issue—(English-made)—(Made in North Africa)—(271).
HIGH LONESOME—W—John Barrymore, Jr., Chill Wills, Lois Butler—Unusual western has plenty of selling appeal—81m.—see Aug. 16 issue—(Technicolor)—(044).
I KILLED GERONIMO—W—James Ellison, Virginia Herrick, Chief Thundercloud—Good Indian war thriller for the duallers—61m.—see Oct. 25 issue—(071).
KANGAROO KID, THE—W—Jack O'Mahoney, Guy Doleman, Veda Ann Borg—For the lower half—73m.—see Oct. 11 issue—(Australian-made)—(037).
KOREA PATROL—DOCMD—Richard Emory, Benson Fong, Teri Duna—Timely exploitation entry has the angles—57m.—see Dec. 20 issue—(211).
MISTER UNIVERSE—F—Jack Carson, Janis Paige, Bert Lahr, Robert Alda—Satire on wrestling racket packs plenty of laughs—90m.—see Jan. 17 issue—(208).
MY BROTHER, THE OUTLAW—W—Mickey Rooney, Wanda Hendrix, Robert Preston—Names should help interesting programmer—82m.—see Feb. 14 issue—(Made in Mexico)—(209).
MY OUTLAW BROTHER—see My Brother The Outlaw.
ONE MINUTE TO TWELVE—D—Lars Hanson, Gunnel Brostrom, Anna Lindahl—Intriguing import may have appeal for some art spots—78m.—see Jan. 17 issue—(Swedish-made)—(English dubbing)—(203).
PAPER GALLOWS—MD—Dermot Walsh, Rona Anderson, John Bentley—Average import for the lower half—68m.—see Nov. 22 issue—(English-made)—(272).
PREHISTORIC WOMEN—NOV—Laurette Luez, Allan Nixon, Mara Lynn—Novelty has loads of exploitation angles—74m.—see Dec. 20 issue—Leg.: B—(Cinacolor)—(205).

ROGUE RIVER—OMD—Rory Calhoun, Peter Graves, Ellye Marshall—Okeh program meller for the duallers—82m.—see Dec. 6 issue—Leg.: B—(Cinecolor)—(201).

SECOND FACE, THE—D—Ella Raines, Bruce Bennett, Rita Johnson—Dramatic entry will fit into the duallers—77m.—see Dec. 20 issue—Leg.: B—(204).

SKIPALONG ROSENBLOOM—NOVW—Moxie Rosenbloom, Max Baer, Hillary Brooke—Novelty has plenty of selling angles—72½m.—see Feb. 28 issue—(213).

SO LONG AT THE FAIR—D—Jean Simmons, Dirk Bogarde, David Tomlinson—Interesting import for the art, class spots—85m.—see Jan. 31 issue—(English-made)—(270).

SUN SETS AT DAWN, THE—D—Sally Parr, Philip Shaw, Walter Reed—Interesting dramatic entry for the duallers—72m.—see Nov. 22 issue—(212).

TAMING OF DOROTHY, THE—F—Jean Kent, Robert Beatty, Margaret Rutherford—Pleasing import for the lower half—75m.—see Dec. 6 issue—Leg.: B—(Made in Italy)—(273).

TIMBER FURY—ACD—David Bruce, Laura Lee, Nicola Di Bruno—Routine dualler—63m.—see Aug. 2 issue—(206).

TWO LOST WORLDS—AD—Laura Elliott, Jim Arness, Gloria Petroff—Exploitable adventure yarn for the duallers—65m.—see Dec. 6 issue—(202).

WICKED CITY, THE—MD—Maria Montez, Jean-Pierre Aumont, Lilli Palmer—Mediocre import—75m.—see Dec. 20 issue—(French-made)—(206).

TO BE REVIEWED OR IN PRODUCTION

CIRCLE OF DANGER—Ray Milland, Marius Goring, Patricio Roc—(English-made)—(207).

CLOUDBURST—Robert Preston, Elisabeth Sellors, Harold Lang—(English-made).

DOLL'S HOUSE, THE—Paul Lukas, Charles Korvin, Dale Melborne.

ESTHER WATERS—Kathleen Ryan, Dirk Bogarde, Fay Compton—(English-made)—(963).

FLOODTIDE—Gordon Jackson, Rona Anderson—90m.—(English-made)—(016).

LONG DARK HALL, THE—Lilli Palmer, Rex Harrison.

NAUGHTY ARLETTE—Mai Zetterling, Hugh Williams, Paul Dupuis—Leg.: B—(English-made)—(86m.)—(274).

OLIVER TWIST—Robert Newton, Alec Guinness, Kay Walsh—(English-made)—(828).

PARDON MY FRENCH—Merle Oberon, Paul Henreid.

STRONGHOLD—Veronica Lake, Zachary Scott.

THEY WERE NOT DIVIDED—Edward Underdown, Ralph Clanton, Michael Brennan—102m.—(English-made).

TINDERBOX—Cartoon feature—(Cinecolor).

VOLCANO—Anna Magnani, Geraldine Brooks—Leg.: B—(Italian-made)—(210).

WHEN I GROW UP—Robert Preston, Martha Scott, Bobby Driscoll.

Lippert

(SCREEN GUILD)

(1949-50 releases from 4901 up)
(1950-51 releases from 5001 up)

BANDIT QUEEN—MD—Barbara Britton, Barton MacLane, Willard Parker—Good meller for the duallers—69m.—see Dec. 20 issue—(5011).

BORDER RANGERS—W—Don Barry, Robert Lowery, Pamela Blake—Routine western—57m.—see Oct. 11 issue—(4933).

CROOKED RIVER—W—James "Shamrock" Ellison, Russ "Lucky" Hayden, Betty Adams—Okeh western—55m.—see Sept. 27 issue—(4926).

GUNFIRE—W—Don Barry, Pamela Blake, Robert Lowery—Routine western—59m.—see Nov. 8 issue—(4932).

HOLIDAY RHYTHM—CMU—Mary Beth Hughes, David Street, Wally Vernon—Pleasing musical for the lower half—60, 70m.—see Oct. 25 issue—(4911).

I SHOT BILLY THE KID—W—Don Barry, Robert Lowery, Wendy Lee—Title may help routine western—57m.—see Sept. 13 issue—(4931).

RETURN OF JESSE JAMES, THE—W—John Ireland, Ann Dvorak, Henry Hull—Standard western—74m.—see Sept. 13 issue—(4907).

STEEL HELMET, THE—D—Robert Hutton, Steve Brodie, James Edwards, Gene Evans—Exploitation show is packed with selling angles—86m.—see Jan. 17 issue—(5009).

3 DESPERATE MEN—WMD—Preston Foster, Jim Davis, Virginia Grey—Familiar western melodrama will fit into the duallers—71m.—see Jan. 31 issue—(5006).

TRAIN TO TOMBSTONE—W—Don Barry, Robert Lowery, Judith Allen—Routine western—57m.—see Dec. 6 issue—(4934).

TO BE REVIEWED OR IN PRODUCTION

FINGERPRINTS DON'T LIE—Sheila Ryan, Richard Travis, Sid Melton.

MAN FOR HIRE—Hugh Beaumont, Richard Travis, Ann Savage.

MASK OF THE DRAGON—Sheila Ryan, Richard Travis, Sid Melton.

STOP THAT CAB—Sid Melton, Iris Arian.

Metro

(1949-50 releases from 1 up)
(1950-51 releases from 101 up)

CAUSE FOR ALARM—D—Loretta Young, Barry Sullivan, Bruce Cowling—Interesting programmer—74m.—see Jan. 31 issue—(118).

DIAL 1119—MD—Marshall Thompson, Virginia Field, Andrea King—Okeh melodrama for the duallers—74m.—see Sept. 27 issue—(107).

FATHER'S LITTLE DIVIDEND—C—Spencer Tracy, Joan Bennett, Elizabeth Taylor—Good comedy—81m.—see Feb. 28 issue—(124).

GROUNDS FOR MARRIAGE—C—Van Johnson, Kathryn Grayson, Paula Raymond—Pleasing comedy—91m.—see Dec. 20 issue—Leg.: B—(114).

INSIDE STRAIGHT—MD—David Brian, Arlene Dahl, Barry Sullivan, Mercedes McCambridge—Names should help interesting melodrama—86m.—see Mar. 14 issue.

KIM—HISTD—Errol Flynn, Dean Stockwell, Laurette Luez—Picturization of classic is crammed with merchandising angles—112m.—see Dec. 20 issue—(Technicolor)—(Made in India)—(185).

KING SOLOMON'S MINES—AD—Deborah Kerr, Stewart Granger, Richard Carlson—High rating adventure drama—102m.—see Sept. 27 issue—(Technicolor)—(Made in Africa)—(109).

LIFE OF HER OWN, A—ROMD—Lana Turner, Ray Milland, Tom Ewell—Good romantic entry for femme trade has names to help—107m.—see Sept. 13 issue—Leg.: B—(101).

MAGNIFICENT YANKEE, THE—BID—Louis Calhern, Ann Harding, Eduard Franz—High rating—89m.—see Nov. 22 issue—(116).

MINIVER STORY, THE—MD—Greer Garson, Walter Pidgeon, John Hodiak—Names should help women's show—104m.—see Oct. 11 issue—Leg.: B—(Made in England)—(106).

MRS. O'MALLEY AND MR. MALONE—C—Marjorie Main, James Whitmore, Ann Dvorak—Pleasing comedy for the duallers—69m.—see Nov. 8 issue—Leg.: B—(111).

PAGAN LOVE SONG—CDMU—Esther Williams, Howard Keel, Minna Gombell—Star draw should help pleasing entry—76m.—see Jan. 3 issue—(Technicolor)—(112).

RIGHT CROSS—D—June Allyson, Dick Powell, Ricardo Montalban, Lionel Barrymore—Good programmer—90m.—see Aug. 16 issue—(104).

ROYAL WEDDING—MUC—Fred Astaire, Jane Powell, Peter Lawford—High rating—92m.—see Feb. 14 issue—(Technicolor)—(121).

TERESA—D—Pier Angeli, John Ericson, Patricia Colline—Sensitive, interesting drama should have most appeal for class spots—102m.—see Feb. 28 issue—(Partly made in Italy).

THREE GUYS NAMED MIKE—CD—Jane Wyman, Van Johnson, Howard Keel, Barry Sullivan—Pleasing comedy—90m.—see Feb. 14 issue—(119).

TO PLEASE A LADY—ACD—Clark Gable, Barbara Stanwyck, Adolphe Menjou—Fair drama will have to depend on name draw—92m.—see Oct. 11 issue—(105).

TOAST OF NEW ORLEANS, THE—MU—Kathryn Grayson, Mario Lanza, David Niven—Good musical—96m.—see Sept. 13 issue—(Technicolor)—(103).

TWO WEEKS WITH LOVE—CMU—Jane Powell, Ricardo Montalban, Louis Calhern, Ann Harding—Pleasing musical—92m.—see Oct. 25 issue—(Technicolor)—(108).

VENGEANCE VALLEY—WMD—Burt Lancaster, Robert Walker, Joanne Dru—Good western melodrama—82m.—see Feb. 14 issue—(Technicolor)—(117).

WATCH THE BIRDIE—F—Red Skelton, Arlene Dahl, Ann Miller—Mild Skelton for the duallers—71m.—see Dec. 6 issue—(113).

TO BE REVIEWED OR IN PRODUCTION

ACROSS THE WIDE MISSOURI—Clark Gable, Maria Elena Marques, John Hodiak, Ricardo Montalban, Adolphe Menjou—(Technicolor).

AMERICAN IN PARIS, AN—Gene Kelly, Leslie Caron, Oscar Levant—(Technicolor).

BIG APPLE, THE—Lana Turner, Robert Taylor, Van Johnson.

BRADLEY MASON STORY, THE—Walter Pidgeon, Ann Harding, Lewis Stone.

CALLING BULLDOG DRUMMOND—Walter Pidgeon, Margaret Leighton, Robert Beatty—(Made in England).

EXCUSE MY DUST—Red Skelton, Macdonald Carey, Sally Forrest—(Technicolor).

GO FOR BROKE!—Van Johnson, Wagner Anderson, Richard Anderson.

GREAT CARUSO, THE—Mario Lanza, Ann Blyth, Dorothy Kirsten—(Technicolor).

IT'S A BIG COUNTRY—Ethel Barrymore, Gary Cooper, Van Johnson, Fredric March, William Powell.

KIND LADY—Ethel Barrymore, Maurice Evans, Angelo Lansbury.

LAW AND LADY LOVERLY, THE—Greer Garson, Michael Wilding, Marjorie Main.

LOVE IS BETTER THAN EVER—Elizabeth Taylor, Larry Parks, Josephine Hutchinson.

MR. IMPERIUM—Lana Turner, Ezio Pinza, Marjorie Main, Sir Cedric Hardwicke—(Technicolor).

NO QUESTIONS ASKED—Barry Sullivan, Arlene Dahl, George Murphy.

PAINTED HILLS, THE—Lassie, Paul Kelly, Bruce Cowling—(Technicolor).

PANDORA AND THE FLYING DUTCHMAN—Ava Gardner, James Mason, Nigel Patrick—(Technicolor)—(Made in Europe).

PEOPLE AGAINST O'HARA, THE—Spencer Tracy, Pat O'Brien, Diana Lynn.

PEOPLE IN LOVE—Ray Milland, John Hodiak, Nancy Davis.

PLYMOUTH ADVENTURE—Spencer Tracy, Deborah Kerr, Van Johnson.

QUO VADIS—Robert Taylor, Deborah Kerr, Leo Genn—(Technicolor)—(Made in Italy).

RED BADGE OF COURAGE, THE—Audie Murphy, Bill Mauldin, Royal Dano—(121).

RICH, YOUNG AND PRETTY—Jane Powell, Vic Damone, Danielle Darrieux—(Technicolor).

SHOWBOAT—Kathryn Grayson, Howard Keel, Ava Gardner, Joe E. Brown—(Technicolor).

SOLDIERS THREE—Stewart Granger, Walter Pidgeon, David Niven, Greta Gynt.

STANDOFF—Marshall Thompson, Keefe Brasselle, Virginia Field.

STRICTLY DISHONORABLE—Ezio Pinza, Janet Leigh, Millard Mitchell.

STRIP, THE—Mickey Rooney, Sally Forrest, James Craig.

TALL TARGET, THE—Dick Powell, Paula Raymond, Adolphe Menjou.

TEXAS CARNIVAL—Esther Williams, Red Skelton, Howard Keel—(Technicolor).

THEY ALL SING—Mario Lanza, Frank Sinatra, Mickey Rooney, Jimmy Durante.

WELCOME TO PARIS—Jane Powell, Vic Damone, Fernando Lamas—(Technicolor).

Monogram

(1949-50 releases from 4901 up)
(1950-51 releases from 5001 up)

ABILENE TRAIL—W—Whip Wilson, Andy Clyde, Neel Neill—Average Wilson—64m.—see Feb. 14 issue—(4946).

ARIZONA TERRITORY—W—Whip Wilson, Nancy Saunders, Andy Clyde—Okeh series entry—56m.—see Aug. 16 issue—(4942).

BIG TIMBER—MD—Roddy McDowall, Jeff Donnell, Lyn Thomas—For the duallers—73m.—see Oct. 25 issue—(4908).

BLUE BLOOD—MD—Bill Williams, Jane Nigh, Arthur Shields—Good horse racing yarn for neighborhood and family audiences—72m.—see Jan. 31 issue—(Cinecolor)—(4904).

BLUES BUSTERS—CMU—Leo Gorcey, Huntz Hall, Adele Jergens—Better series entry for the duallers—67m.—see Nov. 8 issue—(4916).

BOWERY BATTALION—CMD—Leo Gorcey, Huntz Hall, Virginia Hewitt—Amusing series entry—68m.—see Jan. 17 issue—(5111).

CALL OF THE KLONDIKE—MD—Kirby Grant, Chinook Anne Gwynne—Okeh programmer for the lower half—66m.—see Dec. 20 issue—(4920).

CHEROKEE UPRISING—W—Whip Wilson, Andy Clyde, Lois Hall—Standard Whip Wilson—57m.—see Nov. 8 issue—(4944).

COLORADO AMBUSH—W—Johnny Mack Brown, Myron Healey, Lois Hall—Okeh western—52m.—see Jan. 31 issue—(4955).

COUNTY FAIR—D—Rory Calhoun, Jane Nigh, Warren Douglas—Okeh programmer—76m.—see Aug. 16 issue—(Cinecolor)—(4903).

FATHER'S WILD GAME—CD—Raymond Walburn, Walter Catlett, Jane Darwell—Satisfactory series entry—61m.—see Dec. 6 issue—(5125).

GYPSY FURY—COSD—Viveca Lindfors, Christopher Kent, Johnny Chambo—Interesting import—94m.—see Feb. 14 issue—(Made in Sweden)—(English dialogue)—(5192).

HIDDEN CITY, THE—AD—Johnny Sheffield, Sue England, Paul Gullfoyle—Okeh "Bomba" entry for the lower half—71m.—see Oct. 25 issue—(4906).

HOT ROD—MD—James Lydon, Gloria Winters, Gil Stratton—Okeh action for the duallers—61m.—see Oct. 25 issue—(4918).

JOE PALOOKA IN THE SQUARED CIRCLE—CMD—Joe Kirkwood, Jr., James Gleason, Lois Hall—Okeh series entry—63m.—see Nov. 22 issue—(5117).

LAW OF THE PANHANDLE—W—Johnny Mack Brown, Jane Adams, Riley Hill—Okeh western—55m.—see Oct. 11 issue—(4953).

MODERN MARRIAGE, A—D—Reed Hadley, Margaret Fiedt, Robert Clarke—Interesting drama offers many merchandising opportunities—65m.—see Sept. 13 issue—(5199).

NAVY BOUND—ACD—Tom Neal, Wendy Waldron, Regis Toomey—Good lower half entry—60m.—see Mar. 14 issue—(5120).

OUTLAWS OF TEXAS—W—Whip Wilson, Andy Clyde, Phyllis Coates—Series average—56m.—see Dec. 20 issue—(4945).

OVER THE BORDER—W—Johnny Mack Brown, Wendy Waldron, Myron Healey—Good series entry—57½m.—see May 24 issue—(4952).

OUTLAW GOLD—W—Johnny Mack Brown, Jane Adams, Myron Healey—Okeh western—51m.—see Dec. 6 issue—(4954).

RHYTHM INN—CMU—Jane Frazee, Kirby Grant, Charles Smith—Amusing programmer for the lower half—73m.—see Feb. 14 issue—(5115).

SIERRA PASSAGE—OMD—Wayne Morris, Lola Albright, Alan Hale, Jr.—Interesting outdoor melodrama—81½m.—see Jan. 3 issue—(5107).

SILK NOOSE, THE—MD—Carole Landis, Joseph Calleia, Derek Farr—Import will fit into the lower half—69m.—see Aug. 16 issue—Leg.: B—(English-made)—(4923).

SILVER RAIDERS—W—Whip Wilson, Andy Clyde, Virginia Herrick—Good series entry—55m.—see Sept. 27 issue—(4943).

VICIOUS YEARS, THE—D—Tommy Cook, Gar Moore, Sybil Merritt—Neat drama for the lower half—79m.—see Mar. 1 issue—(Originally distributed by Film Classics)—(5191).

TO BE REVIEWED OR IN PRODUCTION

ACCORDING TO MRS. HOYLE—Spring Byington, Tani Chandler, Stephen Chase—(5122).

BLAZING BULLETS—Johnny Mack Brown, Lois Hall, Myron Healey—(5142).

CANYON RAIDERS—Whip Wilson, Fuzzy Knight, Phyllis Coates—(5151).

CAVALRY SCOUT—Rod Cameron, Jim Davis, Audrey Long—(Cinecolor)—(5101).

GHOST CHASERS—Leo Gorcey, Huntz Hall, Jon Kayne—(5112).

LION HUNTERS, THE—Johnny Sheffield, Ann Todd, Max Thewer—(5109).

MAN FROM SONORA—Johnny Mack Brown, Phyllis Coates, Lyle Talbot—(5141).

NEVADA BADMEN—Whip Wilson, Fuzzy Knight, Phyllis Coates—(5152).

Paramount

(1949-50 releases from 4901 up)
(1950-51 releases from 5001 up)

AT WAR WITH THE ARMY—F—Dean Martin, Jerry Lewis, Polly Bergen—Star draw will make the difference—93m.—see Dec. 20 issue—(5014).

BRANDED—OACD—Alan Ladd, Mona Freeman, Charles Bickford—Good outdoor show—94m.—see Dec. 6 issue—(Technicolor)—(5009).

CASSINO TO KOREA—DOC—Narrated by Quentin Reynolds, Sergeant James Logan, Jackson Beck—High grade documentary—58m.—see Oct. 11 issue—(5008).

DARK CITY—MD—Charlton Heston, Elizabeth Scott, Viveca Lindfors, Dean Jagger—Interesting meller has the angles—97m.—see Sept. 13 issue—(5004).

DEAR WIFE—C—William Holden, Joan Caulfield, Edward Arnold—Pleasing comedy—87m.—see Nov. 9 issue—(4912).

GOLDBERGS, THE (Molly)—C—Gertrude Berg, Phillip Loeb, Eli Mintz—High rating comedy—83m.—see Dec. 6 issue—(5011).

GREAT MISSOURI RAID, THE—WD—Wendell Corey, MacDonald Carey, Ellen Drew—Names should help fast-moving outdoor show—85m.—Leg.: B—see Dec. 6 issue—(Technicolor)—(5013).

LET'S DANCE—MU—Betty Hutton, Fred Astaire, Roland Young—Highly entertaining entry should ride into the better grosses—112m.—see Sept. 13 issue—(Technicolor)—(5006).

MATING SEASON, THE—C—Gene Tierney, John Lund, Thelma Ritter—High rating—101m.—see Jan. 17 issue—(5016).

MOLLY—see Goldbergs, The

MR. MUSIC—CMU—Bing Crosby, Nancy Olson, Charles Coburn—Should ride into the better grosses—113m.—see Sept. 13 issue—(5007).

REDHEAD AND THE COWBOY, THE—OMD—Glenn Ford, Edmond O'Brien, Rhonda Fleming—Names should help interesting outdoor melodrama—82m.—see Dec. 20 issue—(5015).

SAMSON AND DELILAH—HISTD—Hedy Lamarr, Victor Mature, George Sanders—Excellent entertainment—128m.—see Jan. 17 issue—(Technicolor)—(5010).

SEPTEMBER AFFAIR—ROMD—Joan Fontaine, Joseph Cotton, Francoise Rosay—Good romance for the femme trade—104m.—see Oct. 25 issue—Leg.: B—(Partly filmed in Italy)—(5012).

TRIO—CD—Jean Simmons, James Hayter, Kathleen Harrison, Felix Aylmer, Nigel Patrick—Well-made class entry is best for art spots—91m.—see Sept. 27 issue—(English-made).

TRIPOLI—AMD—Maureen O'Hara, John Payne, Howard da Silva—Colorful adventure entry has plenty of selling angles—95m.—see Oct. 11 issue—(Technicolor)—(5005).

UNION STATION—MD—William Holden, Nancy Olson, Barry Fitzgerald—Good program melodrama—80m.—see Sept. 13 issue—(5002).

TO BE REVIEWED OR IN PRODUCTION

ACE IN THE HOLE—Kirk Douglas, Jan Sterling, Porter Hall—112m.—(5023).

APPOINTMENT WITH DANGER—Alan Ladd, Phyllis Calvert, Blossom Plumb—89m.—(5019).

CARRIE—Laurence Olivier, Jennifer Jones, Eddie Albert.

COUNTER INTELLIGENCE—Gene Tierney, Ray Milland.

CROSSWINDS—John Payne, Rhonda Fleming, Forrest Tucker.

DARLING, HOW COULD YOU?—Joan Fontaine, John Lund, Peter Hanson.

DEAR BRAT—Mona Freeman, Billy DeWolfe, Edward Arnold—82m.—(5021).

DETECTIVE STORY—Kirk Douglas, Eleanor Parker, William Bendix.

DEVIL'S CANYON—Sterling Hayden, Gail Russell, Victor Jory—(Technicolor).

EAGLES OF THE NAVY—Alan Ladd, William Bendix.

FORT SAVAGE—Sterling Hayden, Barbara Rush, Forest Tucker—(Technicolor).

GREATEST SHOW ON EARTH, THE—Betty Hutton, James Stewart, Dorothy Lamour—(Technicolor).

HERE COMES THE GROOM—Bing Crosby, Jane Wyman, Franchot Tone.

LAST OUTPOST, THE—Ronald Reagan, Rhonda Fleming, Bruce Bennett—(Technicolor).

LEMON DROP KID, THE—Bob Hape, Lloyd Nolan, Marilyn Maxwell—(5018).

MY FAVORITE SPY—Bob Hope, Hedy Lamarr, Arnold Mars.

PASSAGE WEST—John Payne, Arleen Whelan, Dennis O'Keefe—(Technicolor)—80m.—(5022).

PEKING EXPRESS—Joseph Cotten, Corinne Calvet, Edmund Gwenn.

PLACE IN THE SUN, A—Montgomery Clift, Elizabeth Taylor, Shelley Winters—(5025).

QUANTRELL'S RAIDERS—Alan Ladd, John Ireland, Arthur Kennedy—(Technicolor).

QUEBEC—John Barrymore, Jr., Corinne Calvet—85m.—Leg.: B—(Technicolor)—(Made in Canada)—(5017).

RHUBARB—Ray Milland, Jan Sterling, Gene Lockhart.

SOMETHING TO LIVE FOR—Ray Milland, Teresa Wright, Joan Fontaine.

STOOGE, THE—Dean Martin, Jerry Lewis, Polly Bergen.

SUBMARINE COMMAND—William Holden, Nancy Olson, John Lund.

THAT'S MY BOY—Dean Martin, Jerry Lewis, Polly Bergen—(5026).

WARPATH—Edmond O'Brien, Dean Jagger, Polly Bergen—(Technicolor)—(5024).

WHEN WORLDS COLLIDE—Peter Hanson, John Hoyt, Judith Ames—(Technicolor).

RKO

(1949-50 releases from 001 up)

(1950-51 releases from 101 up)

BOMBARDIER—MD—Pat O'Brien, Randolph Scott, Ann Shirley—Reissue war story has names to sell—99m.—see Dec. 6 issue—(161).

BORDER TREASURE—W—Tim Holt, Richard Martin, Jane Nigh—Routine series entry—59m.—see Sept. 13 issue—(105).

BORN TO BE BAD—D—Joan Fontaine, Robert Ryan, Zachary Scott—Names should help women's show—90m.—see Sept. 13 issue—Leg.: B—(101).

BUNCO SQUAD—MD—Robert Sterling, Joan Dixon, Ricardo Cortez—Okeh for the lower half—67m.—see Sept. 13 issue—(104).

CHINA SKY—MD—Randolph Scott, Ruth Warrick, Ellen Drew—China war meller reissue has possibilities—76m.—see Dec. 6 issue—(162).

COMPANY SHE KEEPS, THE—D—Dennis O'Keefe, Elizabeth Scott, Jane Greer—Fair program drama—81m.—see Jan. 3 issue—(109).

CRY DANGER—MD—Dick Powell, Rhonda Fleming, Dick Erdman—Good melodrama—79m.—see Feb. 14 issue—Leg.: B.

DOUBLE DEAL—MD—Marle Windsor, Richard Denning, Taylor Holmes—For the lower half—64m.—see Jan. 3 issue—(112).

EDGE OF DOOM—D—Dana Andrews, Farley Granger, Joan Evans—Heavy drama will need plenty of selling—97m.—see Sept. 13 issue—(Goldwyn)—(152).

EXPERIMENT ALCATRAZ—MD—John Howard, Joan Dixon, Walter Kingsford—Okeh meller for the lower half—58m.—see Dec. 6 issue—(107).

GAMBLING HOUSE—MD—Victor Mature, Terry Moore, William Bendix—Names will help interesting melodrama—80m.—Leg.: B—see Jan. 3 issue—(110).

HUNT THE MAN DOWN—MYMD—Gig Young, Lynn Roberts, Mary Anderson—Okeh dualler—68m.—see Jan. 3 issue—(111).

JOAN OF ARC—HISD—Ingrid Bergman, Jose Ferrer, Francis L. Sullivan—Regular release of roadshow has plenty of selling angles—118m.—see Oct. 25 issue—(Technicolor)—(165).

LADY TAKES A CHANCE, THE—AC—Jean Arthur, John Wayne, Charles Winninger—Comedy reissue has names to sell—95m.—see Dec. 6 issue—(164).

LAW OF THE BADLANDS—W—Tim Holt, Joan Dixon, Richard Martin—Above average series entry—60m.—see Jan. 3 issue—(113).

MAD WEDNESDAY—C—Harold Lloyd, Frances Ramsden, Margaret Hamilton—Harold Lloyd starrer will need plenty of push—77m.—see Nov. 8 issue—(166).

MR. LUCKY—CD—Cary Grant, Laraine Day, Charles Bickford—Names should help reissue—79m.—see Dec. 6 issue—(163).

NEVER A DULL MOMENT—C—Irene Dunne, Fred MacMurray, William Demarest—Name draw should help pleasing comedy—89m.—see Nov. 8 issue—(106).

RIO GRANDE PATROL—W—Tim Holt, Jane Nigh, Richard Martin—Below average for the series—60m.—see Nov. 22 issue—(108).

OUTRAGE—D—Mala Powers, Tod Andrews, Robert Clarke—Interesting drama for the duallers—75m.—see Sept. 13 issue—Leg.: B—(103).

PAYMENT ON DEMAND—D—Bette Davis, Barry Sullivan, Jane Cowl—Good women's show—89m.—see Feb. 28 issue—Leg.: B.

TARZAN AND THE AMAZONS—MD—Johnny Weismuller, Brenda Joyce, Johnny Sheffield—Reissue has the angles—76m.—see Dec. 20 issue—(170).

TARZAN AND THE LEOPARD WOMAN—MD—Johnny Weismuller, Brenda Joyce, Johnny Sheffield—Okeh "Tarzan" reissue—72m.—see Dec. 20 issue—(169).

VENDETTA—MD—George Dolenz, Faith Domergue, Nigel Bruce—Interesting meller will depend on the selling—83m.—see Dec. 6 issue—Leg.: B—(167).

WALK, SOFTLY, STRANGER—D—Joseph Cotten, Valli, Spring Byington—Interesting drama will have to depend on name draw—80m.—see Sept. 14 issue—(102).

TO BE REVIEWED OR IN PRODUCTION

ALICE IN WONDERLAND—Disney cartoon feature—(Technicolor).

ANDROCLES AND THE LION—Jose Ferrer, Jean Simmons, Robert Newton, George Sanders.

BEHAVE YOURSELF—Farley Granger, Shelley Winters, Francis L. Sullivan.

BEST OF THE BAD MEN—Robert Ryan, Claire Trevor, Jack Buetel—(Technicolor).

BLACKBEARD THE PIRATE—Robert Mitchum, Faith Domergue, Victor Mature—(Technicolor).

CRACK DOWN—Bill Williams, Robert Armstrong, Frank McHugh.

FLYING LEATHERNECKS—John Wayne, Robert Ryan, Don Taylor—(Technicolor).

FOOTLIGHT VARIETIES—Jack Paar, Red Buttons, Wendy Waldron.

GUN NOTCHES—Tim Holt, Richard Martin, Joan Dixon.

HALF BREED, THE—Robert Young, Jack Buetel.

HARD, FAST AND BEAUTIFUL—Claire Trevor, Robert Clarke, Sally Forrest.

HEADING FOR HOLLYWOOD—Leon Errol, Nan Leslie, Steve Brodie.

HIS KIND OF WOMAN—Robert Mitchum, Jane Russell.

HOT LEAD—Tim Holt, Richard Martin, Joan Dixon.

IT'S ONLY MONEY—Jane Russell, Frank Sinatra, Groucho Marx.

JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—(Technicolor).

JUNGLE HEAD HUNTERS—Documentary of an expedition on the Amazon—(Technicolor).

KON-TIKI—Documentary of raft voyage in Pacific.

MAD WITH MUCH HEART—Robert Ryan, Ida Lupino, Ward Bond.

MONTANA BELLE—George Brent, Jane Russell, Scott Brady—(Tricolor).

MY FORBIDDEN PAST—Robert Mitchum, Ava Gardner, Melvyn Douglas.

NARROW MARGIN, THE—Charles McGraw, Jacqueline White, Marie Windsor.

ON THE LOOSE—Joan Evans, Lynn Bari, Melvyn Douglas.

PISTOL HARVEST—Tim Holt, Richard Martin, Joan Dixon.

RANGE WAR—Tim Holt, Noreen Nash, Richard Martin.

ROADBLOCK—Charles McGraw, Joan Dixon, Jean Heydt.

SADDLE LEGION—Tim Holt, Richard Martin, Movita.

SEALED CARGO—Dana Andrews, Carla Belenda, Claude Rains.

SHADOW OF THE EAGLE—Richard Greene, Valentina Cortesa, Binnie Barnes.

SONS OF THE MUSKETEERS—Carnel Wilde, Maureen O'Hara, June Clayworth—(Technicolor).

TARZAN'S PERIL—Lex Barker, Virginia Hustan, George MacReady.

THING, THE—Margaret Sheridan, Jim Arness, Sally Creighton.

TOKYO FILE 212—Florence Morly, Robert Peyton, Japanese cast—(Made in Japan).

TROUBLE IN TEXAS—Tim Holt, Richard Martin, Marjorie Lord.

TWO TICKETS TO BROADWAY—Tony Martin, Janet Leigh, Eddie Bracken—(Technicolor).

Republic

(1949-50 releases from 4901 up)

(1950-51 releases from 5001 up)

BELLE LE GRAND—MD—Vera Ralston, John Carroll, William Ching—Names should help interesting melodrama—91m.—see Feb. 28 issue—(5006).

BUCKAROO SHERIFF OF TEXAS—W—Michael Chapin, Eileen Janssen, James Bell—Okeh western—55m.—see Jan. 3 issue—(5066).

CALIFORNIA PASSAGE—OMD—Forrest Tucker, Adele Mara, Jim Davis—Well-made outdoor melodrama—92m.—see Dec. 20 issue—(5005).

CUBAN FIREBALL—C—Estelita Rodriguez, Warren Douglas, Mimi Aguglia—Routine lower half offering—78m.—see Mar. 14 issue—(5007).

DESTINATION BIG HOUSE—MD—Dorothy Patrick, Robert Rockwell, James Lydon—Fair meller for the lower half—60m.—see June 21 issue—(4918).

FRISCO TORNADO—W—Allan "Rocky" Lane, Eddy Waller, Martha Hyer—Okeh series entry—60m.—see Sept. 27 issue—(4967).

HIT PARADE OF 1951—CMU—John Carroll, Marle MacDonald, Estelita Rodriguez—Pleasing musical has plenty of selling angles—85m.—see Nov. 8 issue—(5002).

JUNGLE STAMPEDE—DOC—George Breakston, Yarle Copen, native cast—Okeh exploitation entry—60m.—see Aug. 16 issue—Leg.: C—(Made in Africa)—(4922).

LONELY HEARTS BANDITS, THE—MD—Dorothy Patrick, John Eldredge, Barbara Fuller—Okeh meller for the lower half—60m.—see Sept. 13 issue—(4925).

MACBETH—D—Orson Welles, Jeanette Nolan, Don O'Herlihy—Entry for class and art spots merits special attention—85m.—see Oct. 25 issue—(5003).

MISSOURIANS, THE—W—Monte Hale, Paul Hurst, Roy Barcroft—Above average open airer—60m.—see Dec. 6 issue—(4574).

NORTH OF THE GREAT DIVIDE—W—Roy Rogers, Penny Edwards, Gordon Jones—Good Rogers—67m.—see Nov. 22 issue—(Tricolor)—(4944).

OH! SUSANNA—OD—Rod Cameron, Adrian Booth, Forrest Tucker—Outdoor show will need plenty of push—91m.—see Mar. 14 issue—(Tricolor).

OLD FRONTIER, THE—W—Monte Hale, Paul Hurst, Claudia Barrett—Above average series entry—60m.—see Aug. 16 issue—(4973).

PRIDE OF MARYLAND—OD—Stanley Clements, Peggy Stewart, Frankie Darro—For the lower half—60m.—see Jan. 17 issue—(5023).

PRISONERS IN PETTICOATS—MD—Valentine Perkins, Robert Rockwell, Anthony Caruso—For the lower half—60m.—see Sept. 27 issue—(4929).

REDWOOD FOREST TRAIL—W—Rex Allen, Jeff Dannel, Carl Switzer—Okeh series entry—67m.—see Sept. 27 issue—(4953).

RIO GRANDE—ACMD—John Wayne, Maureen O'Hara, Ben Johnson—High rating western melodrama should ride into the better money—105m.—see Nov. 8 issue—(5004).

ROUGH RIDERS OF DURANGO—W—Allen "Rocky" Lane, Walter Baldwin, Aline Towne—Standard series entry—60m.—see Feb. 14 issue—(5058).

RUSTLERS ON HORSEBACK—W—Allan "Rocky" Lane, Eddy Waller, Claudia Barrett—Above average series entry—60m.—see Nov. 22 issue—(4968).

SAVAGE HORDE, THE—W—William Elliott, Adrian Booth, James Davis—Good open-airer packs plenty of punch—91m.—see July 5 issue—(4917).

SHOWDOWN, THE—WMD—William Elliott, Walter Brennan, Marie Windsor—Good, suspenseful western melodrama—86m.—see Aug. 30 issue—Leg.: B—(4924).

SILVER CITY BONANZA—W—Rex Allen, Buddy Ebn, Mary Ellen Kay—Fair series entry—67m.—see Mar. 14 issue—(5051).

SPOILERS OF THE PLAINS—MUW—Roy Rogers, Penny Edwards, Gordon Jones—Good Rogers—68m.—see Feb. 14 issue—(5041).

SUNSET IN THE WEST—MUW—Roy Rogers, Penny Edwards, Estelita Rodriguez—Above average—67m.—see Oct. 11 issue—(4943).

SURRENDER—D—Vera Ralston, John Carroll, Walter Brennan—Names may help interesting drama—91m.—see Oct. 11 issue—(5001).

TRAIL OF ROBIN HOOD—W—Roy Rogers, Penny Edwards, Gordon Jones—Good Rogers—67m.—see Dec. 20 issue—(Tricolor)—(4946).

TRIGGER, JR.—W—Ray Rogers, Dale Evans, Pat Brady—Good Rogers—67m.—see July 19 issue—(Tricolor)—(4945).

UNDER MEXICALI STARS—W—Rex Allen, Dorothy Patrick, Roy Barcroft—Above average Allen—67m.—see Dec. 6 issue—(4954).

VIGILANTE HIDEOUT—W—Allan "Rocky" Lane, Eddy Waller, Virginia Herrick—Above average series entry—60m.—see Aug. 30 issue—(4966).

TO BE REVIEWED OR IN PRODUCTION

BULLFIGHTER AND THE LADY—Robert Stack, Joy Page, Gilbert Roland—(Made in Mexico).

FIGHTING COAST GUARD—Brian Donlevy, Ella Raines, Forrest Tucker.

FUGITIVE LADY—Janis Paige, Binnie Barnes, Eduardo Ciannelli.

HEART OF THE ROCKIES—Roy Rogers, Penny Edwards, Gordon Jones.

HONEYCHILE—Judy Canova, Eddy Foy, Jr., Alan Hale, Jr.

IN OLD AMARILLO—Roy Rogers, Penny Edwards, Pinky Lee.

INSURANCE INVESTIGATOR—Richard Denning, Audrey Long, John Elredge.
LADY POSSESSED, A—James Mason, June Havoc, Pamela Kellino.
MILLION DOLLAR PURSUIT—Penny Edwards, Stephen Flagg, Grant Withers.
MISSING WOMEN—Penny Edwards, John Alvin, James Millican—(5025).
NEW ORLEANS ADVENTURE—Errol Flynn, Micheline Prelle, Vincent Prince, Agnes Moorehead.
NIGHT RIDERS OF MONTANA—Rocky Lane, Chubby Johnson, Claudia Barrett—(5059).
THUNDER IN GOD'S COUNTRY—Rex Allen, Mary Ellen Kay, Buddy Ebsen.
WELLS FARGO GUNMASTER—Alan "Rocky" Lane, Roy Bancroft, Mary Ellen Kay.

20th Century-Fox

(1950 releases from 001 up;

1951 releases from 101 up)

ALL ABOUT EVE—CD—Bette Davis, Anne Baxter, Celeste Holm, George Sanders—High rating—138m.—see Sept. 13 issue—Leg.: B—(030).
AMERICAN GUERRILLA IN THE PHILIPPINES—ACD—Tyronne Power, Micheline Prelle, Tom Ewell—Picturization of war book should ride into the better money—105m.—see Nov. 22 issue—(Technicolor)—(032).
BLACK ROSE, THE—COSMD—Tyronne Power, Orson Welles, Cecile Aubry—Colorful picturization of best seller is loaded with merchandising angles—120m.—see Aug. 16 issue—(Made in England and Morocco)—(Technicolor)—(019).
CALL ME MISTER—CMU—Betty Grable, Dan Dailey, Danny Thomas—Good musical—95m.—see Jan. 31 issue—(Technicolor)—Leg.: B—(104).
FAREWELL TO YESTERDAY—DOC—Movietone News documentary of the past 30 years—Well-made documentary—90m.—see Sept. 27 issue—(028).
FIREBALL, THE—MD—Mickey Rooney, Pat O'Brien, Beverly Tyler—Pleasing programmer has strong merchandising angles—83m.—see Aug. 30 issue—(023).
FOR HEAVEN'S SAKE—CFAN—Clifton Webb, Joan Bennett, Robert Cummings, Edmund Gwenn—Delightful comedy is backed by star strength—92m.—see Dec. 6 issue—Leg.: B—(033).
HALLS OF MONTEZUMA—ACD—Richard Widmark, Walter Palance, Reginald Gardiner—Outstanding war drama—112m.—see Dec. 20 issue—(Technicolor)—(103).
HOLY YEAR 1950—DOC—Narrated by Father Robert I. Gannon—Good religious subject—42m.—see Aug. 16 issue—(Made in Italy)—(026).
I'D CLIMB THE HIGHEST MOUNTAIN—CD—Susan Hayward, William Lundigan, Rory Calhoun—High rating—89m.—see Jan. 17 issue—(Technicolor)—(105).
I'LL GET BY—CMU—June Haver, William Lundigan, Gloria DeHaven, Harry James—Entertaining musical—82m.—see Oct. 11 issue—(Technicolor)—(027).
JACKPOT, THE—C—James Stewart, Barbara Hale, James Gleason—Highly entertaining comedy—86m.—see Oct. 11 issue—(031).
LUCKY NICK CAIN—MD—George Raft, Coleen Gray, Enzo Staiola—Names should help interesting melodrama—87m.—see Feb. 14 issue—(Made in Europe)—(108).
MAN WHO CHEATED HIMSELF, THE—D—Lee J. Cobb, John Dall, Jane Wyatt—Interesting drama has names to help—82m.—see Jan. 3 issue—(102).
MISTER BBO—CD—Burt Lancaster, Dorothy McGuire, Edmund Gwenn—Word-of-mouth will help high rating comedy drama—89½m.—see Sept. 13 issue—(024).
MUDLARK, THE—HISD—Irene Dunne, Alec Guinness, Andrew Ray—Impressive historical drama deserves the best selling attention—99m.—see Dec. 6 issue—(Made in England)—(101).
MY BLUE HEAVEN—CDMU—Betty Grable, Dan Dailey, David Wayne—Names should help pleasing musical—97m.—see Aug. 30 issue—Leg.: B—(Technicolor)—(021).
NO WAY OUT—D—Richard Widmark, Linda Darnell, Stephen McNally—High rating—106m.—see Aug. 16 issue—Leg.: B—(025).
OF MEN AND MUSIC—MUDOC—Artur Rubenstein, Jascha Heifitz, Jan Peerce, Nadine Conner—Interesting musical feature far art and specialty spots—85m.—see Dec. 6 issue—(110).
13TH LETTER, THE—MY—Linda Darnell, Charles Boyer, Michael Rennie—Suspenseful meller—85m.—see Jan. 31 issue—(Made in Canada)—(107).
TWO FLAGS WEST—ACMD—Joseph Cotten, Linda Darnell, Jeff Chandler—Good outdoor adventure show—92m.—see Oct. 25 issue—(029).

TO BE REVIEWED OR IN PRODUCTION

A WAC IN HIS LIFE—William Lundigan, Jeanne Crain, Marilyn Monroe.
ANNE OF THE INDIES—Louis Jourdan, Debra Paget, James Justice—(Technicolor).
BIRD OF PARADISE—Louis Jourdan, Debra Paget, Everett Sloan—(Made in Hawaii)—(Technicolor)—(109).
DAVID AND BATHSHEBA—Gregory Peck, Susan Hayward, Raymond Massey—(Technicolor).
DECISION BEFORE DAWN—Gary Merrill, Richard Basehart, Hildegard Neff—(Made in Germany).
FOLLOW THE SUN—Glenn Ford, Ann Baxter, Dennis O'Keefe.
FOURTEEN HOURS—Paul Douglas, Richard Basehart, Barbara Bel Geddes—92m.
FRIENDLY ISLAND—William Lundigan, Gloria DeHaven, Jane Greer—(Technicolor).
FROG MEN, THE—Richard Widmark, Dana Andrews, Gary Merrill.
GOLDEN GOOSE—Fred MacMurray, Eleanor Parker, Richard Carlson.
HALF ANGEL—Joseph Cotten, Loretta Young, Cecil Kellaway—(Technicolor).
HOUSE ON TELEGRAPH HILL—Valentina Cortesa, William Lundigan, Richard Basehart.
HOUSE ON THE SQUARE, THE—Tyronne Power, Constance Smith—(Made in England).
I CAN GET IT FOR YOU WHOLESAL—Dan Dailey, Susan Hayward, George Sanders.

KANGAROO—Peter Lawford, Maureen O'Hara, Finlay Currie—(Made in Australia)—(Technicolor).
MAN WHO SANK THE NAVY, THE—Paul Douglas, Joan Bennett, Linda Darnell.
MEET ME AFTER THE SHOW—Betty Grable, Rory Calhoun, Macdonald Carey—(Technicolor).
MR. BELVEDERE BLOWS HIS WHISTLE—Clifton Webb, Joanne Dru.
NO HIGHWAY—James Stewart, Glynnis Johns, Marlene Dietrich—(Made in England).
ON THE RIVIERA—Danny Kaye, Corinne Calvert, Gene Tierney—(Technicolor).
RAWHIDE—Tyronne Power, Susan Hayward, Hugh Marlowe—86m.
SECRET OF CONVICT LAKE—Glenn Ford, Gene Tierney, Zachary Scott, Ethel Barrymore.
SWORD OF MONTE CRISTO, THE—George Montgomery, Paula Corday, Berry Kroeger—(Super Cinecolor)—(106).
TAKE CARE OF MY LITTLE GIRL—Jeanne Crain, Jean Peters, Dale Robertson—(Technicolor).
U.S.S. TEAKETTLE—Gary Cooper, Eddie Albert, Jane Greer.
WILL YOU LOVE ME IN DECEMBER—David Wayne, Thelma Ritter, Monty Woolley.

United Artists

CYRANO DE BERGERAC—ROMD—Jose Ferrer, Mala Powers, William Prince—Fine production—112½m.—see Nov. 22 issue—(Kramer).
SECOND WOMAN, THE—D—Robert Young, Betsy Drake, John Sutton—Engrossing drama—90m.—see Jan. 31 issue—(Popkin).
SOUND OF FURY, THE—MD—Frank Lovejoy, Kathleen Ryan, Richard Carlson—Vivid melodrama offers opportunities for heavy selling—90m.—see Dec. 6 issue—(Stillman).
THREE HUSBANDS—C—Emlyn Williams, Eve Arden, Howard da Silva—Amusing comedy—78m.—see Nov. 8 issue—Leg.: B—(Gloria).

TO BE REVIEWED OR IN PRODUCTION

AFRICA QUEEN—Humphrey Bogart, Katharine Hepburn—(Technicolor)—(Made in Africa)—(Spiegel).
FIRST LEAGUE—Charles Boyer—(Sirk).
HE RAN ALL THE WAY—John Garfield, Shelley Winters—(Roberts).
NEW MEXICO—Lew Ayres, Marilyn Maxwell, Jeff Corey—(Allen)—(Anso-color).
PROWLER, THE—Van Heflin, Evelyn Keyes, John Maxwell—(Eagle).
QUEEN FOR A DAY—Phyllis Avery, Darren McGavin, Rudy Lee—(Stillman).
SCARF, THE—James Barton, Mercedes McCambridge, Emlyn Williams, John Ireland, Otto Kruger—(Goldsmith-Casper).
THREE STEPS NORTH—Lloyd Bridges, Aldo Fabrizi, Leo Padovani—(Made in Italy)—(Wildier).

Universal-International

(1949-50 releases from 901 up;

1950-51 releases from 101 up)

AIR CADET—ACD—Stephen McNally, Gail Russell, Alex Nicol—Good action drama has plenty of selling angles—94m.—see Feb. 28 issue—(115).
BEDTIME FOR BONZO—C—Ronald Reagan, Diana Lynn, Walter Slezak—Highly amusing—83m.—see Jan. 31 issue—(112).
DEPORTED—MD—Marta Toren, Jeff Chandler, Claude Dauphin—Interesting meller—89m.—see Oct. 25 issue—(103).
DESERT HAWK, THE—ROMAD—Yvonne DeCarlo, Richard Greene, Jackie Gleason—Okeh adventure programmer—77m.—see Aug. 16 issue—(Technicolor)—(925).
DOUBLE CROSSBONES—CMU—Donald O'Connor, Helena Carter, Will Geer—Entertaining program—75½m.—see Dec. 20 issue—(Technicolor).
FRENCHIE—OD—Joel McCrea, Shelley Winters, Paul Kelly—Name draw should help outdoor drama—81m.—see Dec. 6 issue—(Technicolor)—(108).
GROOM WORE SPURS, THE—C—Ginger Rogers, Jack Carson, Joan Davis—Amusing comedy—81m.—see Feb. 14 issue—(114).
HAMLET—D—Laurence Olivier, Eileen Herlie, Basil Sydney—Regular release of roadshow offers distinct possibilities for many houses—153m.—see Oct. 25 issue—(English-made)—(101).
HARVEY—CD—James Stewart, Josephine Hull, Peggy Dow—High rating—104m.—see Oct. 25 issue—(107).
KANSAS RAIDERS—W—Audie Murphy, Brian Donlevy, Marguerite Chapman—Satisfactory outdoor action show—80m.—see Dec. 6 issue—(Technicolor)—(104).
MADELEINE—D—Ann Todd, Norman Wooland, Ivan Desny—Fair Import—99m.—see Sept. 13 issue—(English-made).
MILKMAN, THE—FMU—Donald O'Connor, Jimmy Durante, Piper Laurie—Pleasing comedy with music—87m.—see Oct. 11 issue—(102).
MYSTERY SUBMARINE—MD—Macdonald Carey, Marta Toren, Robert Douglas—Fair program—77½m.—see Dec. 20 issue—(106).
OPERATION DISASTER—D—John Mills, Helen Cherry, Richard Attenborough—Interesting import—100m.—see Jan. 17 issue—(British-made)—(113).
PRELUDE TO FAME—D—Guy Rolfe, Kathleen Byron, Kathleen Ryan—Interesting impart for the art and specialty spots—84½m.—see Nov. 22 issue—(English-made).
SADDLE TRAMP—W—Joel McCrea, Wanda Hendrix, John Russell—Name draw should be a strong factor—77m.—see Aug. 30 issue—(Technicolor)—(928).
SHAKEDOWN—MD—Howard Duff, Brian Donlevy, Peggy Dow—Programmer has names to help—80m.—see Sept. 13 issue—(929).

SLEEPING CITY, THE—MD—Richard Conte, Coleen Gray, Peggy Dow, Richard Tabor—Good meller—85m.—see Sept. 13 issue—(930).
TALES OF THE WEST (No. 2)—MUW—Tex Williams, Shirlee Allard, Smokey Rogers—(Two-story feature comprising "Fargo Phantom" and "Coyote Canyon")—Okeh compilation of two musical westerns—49m.—see Oct. 25 issue—(5102).
TALES OF THE WEST (No. 3)—MUW—Tex Williams, Smokey Rogers, Deuce Spriggins—(Two-story feature comprising "Rustlers' Ransom" and "Gold Strike")—Okeh compilation of two musical westerns—53m.—see Dec. 20 issue—(5103).
TALES OF THE WEST (No. 4)—MUW—Tex Williams, Deuce Spriggins, Donna Martel—(Two-story feature comprising "Western Courage" and "Ready To Ride")—Okeh compilation of two musical westerns—54m.—see Jan. 17 issue—(5104).
TARGET UNKNOWN—MD—Mark Stevens, Alex Nicol, Robert Douglas—Interesting war meller—90m.—see Jan. 31 issue—(111).
TOMAHAWK—WMD—Van Heflin, Yvonne De Carlo, Preston Foster—Above average outdoor show—82m.—see Jan. 17 issue—(Technicolor)—(110).
UNDER THE GUN—MD—Richard Conte, Audrey Totter, John McIntire—Interesting programmer—83m.—see Dec. 20 issue—(109).
UNDERCOVER GIRL—MD—Alexis Smith, Scott Brady, Richard Egan—Good program melodrama—82m.—see Nov. 8 issue—(105).
WOMAN ON THE RUN—MD—Ann Sheridan, Dennis O'Keefe, Ross Elliott—Fair meller will have to benefit from name draw—77m.—see Oct. 11 issue—(932).
WYOMING MAIL—WMD—Stephen McNally, Alexis Smith, Howard da Silva—Good outdoor show—86m.—see Oct. 11 issue—(Technicolor)—(931).

TO BE REVIEWED OR IN PRODUCTION

ABBOTT AND COSTELLO MEET THE INVISIBLE MAN—Bud Abbott, Lou Costello, Nancy Guild.
APACHE DRUMS—Stephen McNally, Coleen Gray—(Technicolor).
CATTLE DRIVE—Joel McCrea, Dean Stockwell, Chill Wills—(Technicolor).
DON RENEGADE—Ricarda Montalban, Cyd Charisse, Andrea King—(Technicolor).
FAT MAN, THE—Jack Smart, Julie London, Rock Hudson.
FIDDLER'S GREEN—Shelley Winters, Richard Conte, Stephen McNally.
FRANCIS GOES TO THE RACES—Donald O'Connor, Piper Laurie, Jesse White.
GOLDEN HORDE, THE—David Farrar, Ann Blyth, Peggy Castle—(Technicolor).
HIGH GROUND, THE—Claudette Colbert, Ann Blyth, Robert Douglas.
HOLLYWOOD STORY, THE—Richard Conte, Julia Adams, Henry Hull.
IRON MAN, THE—Stephen McNally, Jeff Chandler, Evelyn Keyes.
KATIE DID IT—Mark Stevens, Ann Blyth, Craig Stevens.
LIGHTS OUT—Arthur Kennedy, Peggy Dow, Richard Egan.
LITTLE EGYPT—Mark Stevens, Rhonda Fleming, Nancy Guild—(Technicolor).
MA AND PA KETTLE AT THE FAIR—Marjorie Main, Percy Kilbride, Lori Nelson.
MA AND PA KETTLE BACK ON THE FARM—Marjorie Main, Percy Kilbride, Meg Randall.
MAGNET, THE—Stephen Murray, Kay Walsh, William Fox.
PRINCE WHO WAS A THIEF, THE—Anthony Curtis, Piper Laurie—(Technicolor).
REAL MCCOY, THE—Bud Abbott, Lou Costello, Dorothy Shay.
SMUGGLER'S ISLAND—Jeff Chandler, Evelyn Keyes, Philip Friend—(Technicolor).
UP FRONT—David Wayne, Tom Ewell, Jeffrey Lynn, Marina Bertl.

Warners

(1949-50 releases from 901 up)

(1950-51 releases from 001 up)

ALCATRAZ ISLAND—MD—John Litel, Ann Sheridan, Gordon Oliver—Exploitation should help reissue—64m.—see Sept. 13 issue—(002).
BREAKING POINT, THE—MD—John Garfield, Patricia Neal, Phyllis Thaxter—Names should help fair melodrama—97m.—see Sept. 13 issue—Leg.: B—(005).
BREAKTHROUGH—MD—David Brian, John Agar, Frank Lovejoy, Suzanne Dalbert—Absorbing war drama offers selling opportunities—91m.—see Nov. 8 issue—(010).
DALLAS—W—Gary Cooper, Ruth Roman, Steve Cochran—Good western—94m.—see Dec. 6 issue—(Technicolor)—(011).
DODGE CITY—MD—Errol Flynn, Olivia DeHavilland, Alan Hale, Ann Sheridan—Names should help reissue—104m.—see Mar. 14 issue—(017).
ENFORCER, THE—MD—Humphrey Bogart, Roy Roberts, Ted DeCora—Good melodrama—87m.—see Jan. 31 issue—(015).
GLASS MENAGERIE, THE—D—Jane Wyman, Kirk Douglas, Gertrude Lawrence—High rating dramatic entry—107m.—see Sept. 27 issue—(007).
HIGHWAY 301—MD—Steve Cochran, Virginia Grey, Gaby Andre—Fast moving action meller will fit into the dualers—83m.—see Dec. 6 issue—Leg.: B—(012).
KISS TOMORROW GOODBYE—MD—James Cagney, Barbara Payton, Steve Brodie—Good Cagney—102m.—see Aug. 16 issue—Leg.: B—(932).
LIGHTNING STRIKES TWICE—MYD—Richard Todd, Ruth Roman, Mercedes McCambridge, Zachary Scott—Good suspense show—91m.—see Feb. 28 issue—(019).
OPERATION PACIFIC—MD—John Wayne, Patricia Neal, Ward Bond—Naval thriller should ride into the better grosses—109m.—see Jan. 17 issue—Leg.: B—(013).

RATON PASS—WMD—Dennis Morgan, Patricia Neal, Steve Cochran—Names will make the difference—84m.—see Feb. 28 issue.

ROCKY MOUNTAIN—ACD—Errol Flynn, Patrice Wymore, Scott Forbes—Good outdoor show—83m.—see Oct. 11 issue—(008).

SAN QUENTIN—MD—Humphrey Bogart, Ann Sheridan, Barton MacLane—Names should help re-release—70m.—see Sept. 13 issue—(003).

STORM WARNING—D—Ginger Rogers, Ronald Reagan, Doris Day—Powerful dramatic offering—91m.—see Dec. 20 issue—(014).

SUGARFOOT—W—Randolph Scott, Adele Jergens, Raymond Massey—Western has names to sell—80m.—see Jan. 31 issue—(Technicolor)—(016).

TEA FOR TWO—ROMMUC—Doris Day, Gordon MacRae, Gene Nelson—Highly entertaining musical—98m.—see Sept. 13 issue—(Technicolor)—(001).

THREE SECRETS—D—Eleanor Parker, Frank Lovejoy, Ruth Roman—Good woman's picture is packed with selling angles—98m.—see Sept. 13 issue—(006).

VIRGINIA CITY—MD—Errol Flynn, Miriam Hopkins, Randolph Scott, Humphrey Bogart—Reissue has names to help—121m.—see Mar. 14 issue—(018).

WEST POINT STORY, THE—MUCD—James Cagney, Virginia Mayo, Doris Day—Pleasing entertainment has the angles for the selling—107m.—see Nov. 22 issue—(009).

TO BE REVIEWED OR IN PRODUCTION

ALONG THE GREAT DIVIDE—Kirk Douglas, Virginia Mayo, Walter Brennan.

CAPTAIN HORATIO HORNBLOWER—Gregory Peck, Virginia Moya, Ingeborg Wells—(Made in England)—(Technicolor).

FORT WORTH—Randolph Scott, David Brian Phyllis Thaxter—(Technicolor).

GOODBYE MY FANCY—Joan Crawford, Frank Lovejoy, Eve Arden, Robert Young.

HIDDEN IN MY HEART—Gary Cooper, Patricia Neal.

I WAS A COMMUNIST FOR THE FBI—Frank Lovejoy, Dorothy Hart, James Millican.

INSIDE THE WALLS OF FOLSOM PRISON—David Brian, Steve Cochran, Joan Wrae.

JIM THORPE, ALL AMERICAN—Burt Lancaster, Charles Bickford, Phyllis Thaxter.

LULLABY OF BROADWAY—Doris Day, Gene Nelson, Billy DeWolfe—(Technicolor)—(020).

NORTH OF THE RIO GRANDE—Joel McCrea, Virginia Mayo, Dorothy Malone.

ONLY THE VALIANT—Gregory Peck, Barbara Peyton, Ward Bond—105m.

ON MOONLIGHT BAY—Doris Day, Gordon MacRae, Jack Smith—(Technicolor).

PAINTING THE CLOUDS WITH SUNSHINE—Virginia Mayo, Dennis Morgan, Lucille Norman—(Technicolor).

POLITICIAN, THE—Joseph Cotten, Patricia Neal.

STREETCAR NAMED DESIRE, A—Vivien Leigh, Marlon Brando, Kim Hunter.

STRANGERS ON A TRAIN—Farley Granger, Ruth Roman, Roland Walker.

TOMORROW IS ANOTHER DAY—Ruth Roman, Steve Cochran, Lurene Tuttle.

Miscellaneous

(Distributors' addresses will be furnished on request).

HARLEM FOLLIES—MU—"Chicago" Carl Davis, Princess R'Wanda, "Manhattan" Paul—Below standard exploitation entry—46m.—see Sept. 13 issue—(Classic).

INTERNATIONAL BURLESQUE—SCMU—Betty Rowland, Vince Barnett, Inez Claire—Girlie show has the exploitation angles—80m.—see Nov. 22 issue—(Jewel).

KING OF THE BULLWHIP—W—"Lash" LaRue, Al St. John, Anne Gwynne—Okeh "Lash" LaRue western—60m.—see Dec. 20 issue—(Western Adventure).

MONTICELLO HERE WE COME—NOV—Larry Daniels, Menasha Skulnick, Mary Forest—Mediocre offering has limited appeal—74m.—see Jan. 31 issue—(Yiddish with some English)—(Cinema Service).

ONE TOO MANY—D—Ruth Warrick, Richard Travis, Ginger Prince—Exploitation film is packed with selling angles—105m.—see Dec. 20 issue—(Hallmark).

STRIPEASE MURDER CASE—MYMU—Dennis Harrison, Janie Ford, Al Sanford—Below standard exploitation entry—40m.—see Sept. 13 issue—(Classic).

VIENNA ART TREASURES—DOC—Narrated by Basil Rathbone—Good art film—40m.—see Dec. 6 issue—(Kodachrome)—(National Film).

Foreign-Made

(Distributors' addresses will be furnished on request).

ANOTHER SHORE—CD—Robert Beatty, Moira Lister, Stanley Holloway—Quiet British comedy with limited appeal—77m.—see Mar. 14 issue—(English-made)—(Pentagon).

APPOINTMENT WITH CRIME—MD—William Hartnell, Robert Beatty, Joyce Howard—Routine British meller—90m.—see Mar. 14 issue—(English-made)—(Four Continents).

ARSHIN TAKES A WIFE—ROMCMU—L. Beibutov, M. Kalantarly, L. Abgulayev—Mediocre offering for the Russian houses—92m.—see Aug. 30 issue—(Russian-made)—(English titles)—(Artkino).

BEASTS OF THE EAST—D—Robert Neil, Erlandes Cortes, Fernanda Royo—Fair exploitation offering—60m.—see Aug. 30 issue—(Made in the Philippines)—(Classic).

BLUE ANGEL, THE—SCD—Marlene Dietrich, Emil Jannings, Kurt Gerron—Revised import has the angles—97m.—see Dec. 20 issue—Leg.: C—(German-made)—(English titles)—(Classic).

BULLET FOR STEFANO—MD—Valentina Cortese, Rossano Brazzi, Carlo Ninchi—Average import for the art houses—96m.—see Nov. 22 issue—Leg.: C—(Italian-made)—(English titles)—(Lux).

BURIED ALIVE—HISTMD—Milly Vitale, Paul Miller, Evi Maltagliati—Uneven offering for the Italian houses—84m.—see Jan. 17 issue—(Italian-made)—(English titles)—(Casalora).

CHANCE OF A LIFETIME—D—Basil Radford, Mial McGinnis, Bernard Miles—Highly interesting import—89½m.—see Feb. 14 issue—(English-made)—(Ballantine).

CHEAT, THE—D—Bernard Blier, Simone Signoret, Jacques Baumer—Suitable for the art houses—87m.—see Sept. 27 issue—(French-made)—(English titles)—(Discina).

CHRISTINA—HISD—Petra Peters, Wolfgang Lukschky, Tilly Lauenstein—German import might appeal in certain situations—85m.—see Jan. 31 issue—(German-made)—(English titles)—(Central Cinema).

COSSACKS OF THE KUBAN—MUC—Marina Ladykina, Sergei Lukianov, Vladimir Vladodine—Okeh import for the Russian houses—98m.—see Nov. 22 issue—(Russian-made)—(English titles)—(Magnicolor)—(Artkino).

CROSSROADS OF PASSION—MD—Viviane Romance, Valentina Cortese, Clement Duhour—Standard French meller—96m.—see Mar. 14 issue—(French-made)—(English titles)—(Films International).

DANCING YEARS, THE—ROMMU—Dennis Price, Giselle Preville, Anthony Nicholls—Entertaining import—98m.—see Aug. 30 issue—(English-made)—(Technicolor)—(Stratford).

DIFFICULT YEARS—SATD—Umberto Spadaro, Massimo Girotti, Ave Ninchi—High rating import—90m.—see Sept. 13 issue—(Italian-made)—(English titles)—(Lopert).

DISHONORED—HISD—Antonio Vilar, Elli Parvo, Otello Toso—Uneven, lengthy offering is strictly for the Italian houses—100m.—see Dec. 6 issue—(Italian-made)—(English titles)—(Casalora).

DISTANT JOURNEY—D—Blanka Waleska, Otomar Krejca, Viktor Ocasek—Okeh import for the art houses—92m.—see Sept. 13 issue—(Made in Czechoslovakia)—(English titles)—(Artkino).

DOCTOR BEWARE—CD—Vittorio DeSica, Anna Magnani, Irasema Dillian—Okeh for the Italian and art houses 92m.—see Mar. 14 issue—(Italian-made)—(English titles)—(Academy).

EUREKA STOCKADE—MD—Chips Rafferty, Jane Barrett, Jack Lambert—Interesting import—102½m.—see Sept. 27 issue—(Australian-made)—(Pentagon).

FACE TO THE WIND—CD—Sophie Leclair, Danielle Tardy, Elaine Delgrange—Lively French comedy—85m.—see Jan. 31 issue—(French-made)—(English titles)—(Lafayette).

FILM WITHOUT A NAME—CD—Hildegard Neff, Willy Fritsch, Hans Sohnker—Entertaining novelty import—75m.—see Nov. 22 issue—Leg.: B—(German-made)—(English titles)—(Oxford).

FLAMING HEARTS—ROMD—Lillian Harvey, Esmond Knight, Dennis Hoey—Weak entry—67m.—see Oct. 25 issue—(English-made)—(Cosmopolitan).

FLESH WILL SURRENDER—D—Alda Fabrizi, Aedea Fabrizi, Yvonne Sanson—Emotional drama has appeal for the art houses—96m.—see Oct. 25 issue—Leg.: C—(Italian-made)—(English titles)—(Lux).

FOR THEM THAT TRESPASS—MD—Stephen Murray, Richard Todd, Patricia Plunkett—Fair import—93m.—see Oct. 11 issue—(English-made)—(Stratford).

FRENCH WHITE CARGO—D—Jean Pierre Aumont, Dalio, Suzy Prim—Fair exploitation import—86m.—see Aug. 30 issue—(French-made)—(English titles)—(Distinguished).

HAPPIEST DAYS OF YOUR LIFE, THE—C—Alec Stair Sim, Margaret Rutherford, John Turnbull—Amusing import—81m.—see Oct. 25 issue—(British-made)—(London).

HEADLINE—MD—Anne Crawford, David Farrar, John Stuart—Fair import—76m.—see Jan. 31 issue—(English-made)—(English Films).

HERE COME THE HUGGETS—C—Jack Warner, Kathleen Harrison, Jane Hylton—Minor English comedy for the art houses—80m.—see Jan. 17 issue—(English-made)—(Pentagon).

HIDDEN RIVER—D—Maria Felix, Fernanda Isunza, Carlos Montezuma—Well made art entry—98m.—see Dec. 20 issue—(Mexican-made)—(English titles)—(Clasamohme).

HOBOS IN PARADISE—CFAN—Raimu, Fernandel, Alerme—Raimu's name should help—84m.—see Oct. 11 issue—(French-made)—(English titles)—(Distinguished).

HORSEMEN, THE—OD—Sergei Cur, T. Gridov, Tamara Chernova—Okeh import for the Russian houses—100m.—see Feb. 14 issue—(Russian-made)—(English titles)—(Artkino).

HUE AND CRY—MYC—Alastair Sim, Jack Warner, Valerie White—Amusing import—82m.—see Dec. 20 issue—(English-made)—(Fine Art).

IGNACE—MUC—Fernandel, Alice Tissot, Charpin, Dany Lorys—Witty French musical for the art houses—78m.—see Oct. 11 issue—(French-made)—(English titles)—(M.P.S.C.).

INHERITANCE, THE—MD—Jean Simmons, Katina Paxinou, Derrick De Marney—Good import for the art spots—90m.—see Jan. 31 issue—(English-made)—(Fine Arts).

IT'S HARD TO BE GOOD—C—Jimmy Hanley, Anne Crawford, Raymond Huntley—Pleasant comedy is crawl for the art houses—87m.—see Jan. 3 issue—(English-made)—(Pentagon).

JACQUELINE MISBEHAVES—CD—Hugh Williams, Carla Lehmann, Joyce Howard—Fair import—see Jan. 31 issue—(English-made)—(Regal).

L'AFFAIRE—ROMD—Claude Dauphin, Anne Vernon, Henri Guisol—Well acted import for the art houses—87m.—see Dec. 6 issue—(French-made)—(English titles)—(International Film).

LAST HOLIDAY—CD—Alec Guinness, Beatrice Campbell, Kay Walsh—Delightful import for the art spots—88m.—see Nov. 22 issue—(English-made)—(Stratford).

LOOK BEFORE YOU LOVE—ROMD—Margaret Lockwood, Griffith Jones, Norman Waaland—Lockwood name should help import—96m.—see Nov. 22 issue—(English-made)—(Bell).

LOST PEOPLE, THE—D—Dennis Price, Mai Zetterling, Richard Attenborough—Fair English drama for the art houses and class spots—89m.—see Oct. 11 issue—(English-made)—(Pentagon).

MAD QUEEN, THE—HISROMD—Aurora Batista, Fernanda Rey, Sara Montiel—Drama may have appeal for the art houses—107m.—see Nov. 8 issue—(Spanish-made)—(English titles)—(Azteca).

MAIL ORDER BRIDES—D—George Marchal, Renee Faure, Helen Vita—Poor import—65m.—see Aug. 30 issue—(French-made)—(English-dubbed)—(Distinguished).

MAN CONQUERS NATURE—DOC—Documentary of Soviet reforestation program—Okeh documentary is strictly for the Russian houses—55m.—see Jan. 3 issue—(Russian-made)—(English narration)—(Artkino).

MANON—ROMD—Cecile Aubrey, Michel Auclair, Serge Reggiani—Highly interesting import for the art houses—91m.—see Jan. 3 issue—Leg.: C—(French-made)—(English titles)—(Discina).

MARRIAGE OF FIGARO—OPC—Angelika Hauff, Willi Domgraf-Fassbender, Sabine Peters—Good opera picturization—87m.—see Nov. 22 issue—(German-made)—(English titles)—(Central Cinema).

MATTER OF MURDER, A—John Barry, Moureen Riscoe, Charles Clapham—Fair English meller for the lower half—52m.—see Nov. 22 issue—(English-made)—(Hoffberg).

MILL ON THE PO—MD—Carla del Poggio, Jacques Sernas, Giacomo Giuradei—Interesting drama for the art houses—96m.—(Italian-made)—(English titles)—(Lux).

MIQUETTE—F—Louis Jouvet, Doniele Delorme, Bourvil—Clever French farce—83m.—see Feb. 14 issue—(French-made)—(English titles)—(Discina).

MULATTO, THE—D—Renato Baldini, Umberto Spadaro, Iole Fierro—High rating import—97m.—see Nov. 22 issue—(Italian-made)—(English titles)—(Scalera).

MY WIDOW AND I—F—Vittorio De Sica, Isa Miranda, Gino Gervi—Amusing import has names to help—81m.—see Sept. 13 issue—(Italian-made)—(English titles)—(Distinguished).

ODETTE—BMD—Anna Neagle, Trevor Howard, Marius Goring—High rating import—105m.—see Jan. 31 issue—(English-made)—(Lopert).

OH, AMELIA—SC—Dannielle Darrieux, Jean Desully, Andre Bervil—Comedy should appeal to the art houses—86m.—see Jan. 3 issue—(French-made)—(English titles)—(Lux).

ORIGINAL SIN, THE—ROMMUCFAN—Bobby Todd, Bettina Moissi, Joana Maria Corvin—Okeh import with exploitation angles—107m.—see Aug. 30 issue—(German-made)—(English titles)—(Lopert).

ORPHEUS—FAN—Jean Marais, Francis Perier, Maria Casares—Philosophical fantasy has limited appeal—94m.—see Oct. 11 issue—(French-made)—(English titles)—(Discina).

OUR DAILY BREAD—D—Paul Bildt, Harry Hindemith, Victoria von Ballasko—Import has limited appeal—102m.—see Nov. 8 issue—(German-made)—(English titles)—(Central Cinema).

OUTRAGES OF THE ORIENT—D—Linda Estrella, Fernando Royo, Mona Lisa—Fair exploitation entry—65m.—see Mar. 29 issue—(Made in Philippine Islands)—(Bell).

OUTSIDER, THE—D—Richard Attenborough, Sheila Sim, Bernard Miles—Good English drama has limited appeal—95m.—see Nov. 22 issue—(English-made)—(Ballantine).

PANCHO VILLA RETURNS—HISD—Lea Carrilla, Esther Fernandez, Jeanette Comber—Standard outdoor drama has same exploitation angles—95m.—see Nov. 8 issue—(Mexican-made)—(English dialogue)—(Hispano Continental).

PARIS 1900—DOC—Compilation depicting Parisian life from 1900-14, narrated by Monty Woolley—78m.—see Nov. 22 issue—(French-made)—(English adaptation)—(Mayer-Kingsley).

PARIS WALTZ, THE—ROMMU—Yvonne Printemps, Pierre Fresnay, Jacques Choron—Entertaining import—92m.—see Sept. 13 issue—Leg.: C—(French-made)—(English titles)—(Lux).

PINK STRING AND SEALING WAX—MD—Merwyn Johns, Gordon Jackson, Goggin Withers—Okeh English meller for the art houses—75m.—see Oct. 11 issue—Leg.: B—(English-made)—(Pentagon).

RED ANGEL, THE—SMD—Tilda Thamar, Paul Mearlsse, Berval—Fair import has the angles—97m.—see Dec. 6 issue—(French-made)—(English titles)—(Spalter).

SECRETS OF NATURE—DOC—Compilation of four nature studies—Unusual subject has limited appeal—80m.—see Sept. 27 issue—(Partly Russian-made)—(Oxford).

SEVEN DAYS TO NOON—D—Barry Jones, Olive Sloane, Andre Morelle—High rating thriller—93m.—see Jan. 31 issue—(English-made)—(Mayer-Kingsley).

SINNERS, THE—D—Serge Reggiani, Manique Melinand, Jean Davy—Interesting French import suffers from excessive length—107m.—see Dec. 6 issue—Leg.: C—(French-made)—(English titles)—(Lopert).

SONG OF MY HEART—OPC—Giuseppe Lugo, Ruby D'Alma, Laura Nucci—Pleasing entry for the art and specialty spots—86m.—see Jan. 17 issue—(Italian-made)—(English titles)—(Crown).

SOUVENIR—ROMD—Michele Morgan, Jean Marais, Jean Cheviere—Name draw may help—100m.—see Oct. 25 issue—(French-made)—(English titles)—(Pathe).

SYLVIE AND THE PHANTOM—CFAN—Odette Joyeux, Francois Perier, Louis Salou—Light fantasy for the art and class spots—85m.—see Oct. 25 issue—(French-made)—(English titles)—(Discina).

THIRD TIME LUCKY—MD—Glynis Johns, Dermot Walsh, Charles Goldner—Fair import—91m.—see Oct. 11 issue—Leg.: B—(English-made)—(Pentagon).

TREASURED EARTH—D—Adam Szirtes, Agi Meszaros, Arpad Lehotay—Import has limited appeal—100m.—see Jan. 3 issue—(Made in Hungary)—(English titles)—(Artkino).

TWO ORPHANS, THE—D—Valli, Maria Denis, Osvaldo Valenti—Tearful import will have to rely on femme trade—92m.—see Dec. 6 issue—(Italian-made)—(English titles)—(Globe).

UNDER SUNNY SKIES—MUC—A. Karlyev, V. Neshiplenko, G. Klicheva—Okeh musical for the Russian houses—86m.—see Jan. 17 issue—(Russian-made)—(English titles)—(Artkino).

WAYS OF LOVE—D—Sylvia Battaille, Jean Renoir, Anna Magnani, Marcel Pagnol—High rating import—121m.—see Jan. 3 issue—Leg.: C—(French and Italian-made)—(English titles)—(Burstyn).

YOU CAN'T FOOL AN IRISHMAN—C—Amusing programmer for the art houses—69m.—see Sept. 13 issue—(Irish-made)—(Bell).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad). (Complete listings of the rest of the 1949-50 shorts product will be found on pages 2987, 2988, 2989 of The Pink Section, another regular service of EXHIBITOR. The number opposite each series designates the total announced by the company at the beginning of the season—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel					
COMEDIES					
ASSORTED AND ALL-STAR (6)					
3411	(Sept. 7)	A Blunderful Time (Clyde)	F	16 1/2m.	2943
3412	(Oct. 5)	Foy Meets Girl (Foy)	F	16 1/2m.	2964
3413	(Jan. 11)	He Flew The Shrew (Vernon-Quillan)		16 1/2m.	
3414	(Feb. 8)	Wedding Yells (Foy)		16m.	
3415	(Mar. 8)	Blonde Atom Bomb (Clyde)			
3421	(Oct. 12)	Two Roaming Champs (Baer-Rosenbloom)	F	16 1/2m.	2964
3422	(Nov. 9)	A Slip And A Miss (Herbert)	F	16m.	2984
3423	(Dec. 21)	Innocently Guilty (Wheeler)	F	16m.	3021
3424	(Feb. 22)	Wine, Woman And Bong (Baer-Rosenbloom)		15 1/2m.	
COMEDY FAVORITE RE-RELEASES (6)					
3431	(Sept. 14)	Shot In The Escape	F	19m.	2934
3432	(Nov. 16)	Free Rent	F	18 1/2m.	2958
3433	(Dec. 14)	Taming of the Snood	F	16m.	2985
3434	(Feb. 15)	The Champ's A Chump (Prima)	B	19m.	3025
SERIALS (4)					
3120	(Nov. 2)	Pirates Of The High Seas	F	15sep.	2964
3140	(Feb. 15)	Overland With Kit Carson (Reissue)	G	15sep.	3012
THREE STOOGES (8)					
3401	(Sept. 7)	Three Hams On Rye	G	15 1/2m.	2943
3402	(Oct. 5)	Studio Stoops	F	16m.	2964
3403	(Nov. 9)	Slap Happy Sleuths	F	16m.	2984
3404	(Dec. 7)	A Snitch In Time	F	16 1/2m.	3005
3405	(Jan. 4)	Three Arabian Nuts	F	16m.	3021
3406	(Mar. 1)	Baby Sitters' Jitters			
One Reel					
CANDID MICROPHONE (6)					
3551	(Oct. 12)	Candid Microphone—No. 1	G	11m.	2965
3552	(Dec. 14)	Candid Microphone—No. 2	G	10m.	3005
3553	(Feb. 15)	Candid Microphone—No. 3		10 1/2m.	
CAVALCADE OF BROADWAY (8)					
3651	(Oct. 26)	The Versailles	G	10m.	2986
3652	(Dec. 28)	The China Doll	G	11m.	3021
3653	(Mar. 29)	Havana Madrid			
COLOR FAVORITES (12)					
(Re-releases)					
(Technicolor)					
3601	(Sept. 7)	Happy Tots' Expedition	G	7m.	2943
3602	(Oct. 5)	Land Of Fun	G	7m.	2959
3603	(Nov. 9)	Peaceful Neighbors	E	8 1/2m.	2959
3604	(Dec. 7)	The Foolish Bunny	G	8m.	2985
3605	(Jan. 11)	Midnight Frolics	F	7 1/2m.	3005
3606	(Feb. 8)	The Carpenters	F	8m.	3028
3607	(Mar. 15)	Poor Little Butterfly			
FILM NOVELTIES (8)					
2901	(Sept. 28)	Stars Of Tomorrow "Tots and Teens"	G	10m.	2960
JOLLY FROLICS (3)					
(Technicolor)					
3501	(Nov. 30)	The Popcorn Story	E	6 1/2m.	2998
3502	(Jan. 25)	Gerald McBoing-Boing	E	7m.	2998
MR. MAGOO (3)					
(Technicolor)					
3701	(Sept. 14)	Trouble Indemnity	G	6 1/2m.	2943
3702	(Dec. 28)	Bungled Bungalow	E	6 1/2m.	3021
MUSIC TO REMEMBER (6)					
3751	(.....)	Prince Igor	G	9 1/2m.	2952
3752	(.....)	Nutcracker Suite	G	9 1/2m.	2960
3753	(.....)	Piano Concerto In B-Flat Minor	G	10m.	2965
3754	(.....)	Peer Gynt Suite	G	9 1/2m.	2985
3755	(.....)	1812 Overture	F	11m.	2998
3756	(.....)	Swan Lake Ballet	G	10m.	3021
SCREEN SNAPSHOTS (12)					
(Series 30)					
3851	(Sept. 28)	30th Anniversary Special	E	11m.	2960
3852	(Oct. 19)	Fun At Shadow Mountain	G	9 1/2m.	2938
3853	(Nov. 16)	Hollywood Goes To Bat	G	10m.	2985
3854	(Dec. 14)	Heart Throbs of Yesterday	G	10m.	3004
3855	(Jan. 25)	Reno's Silver Spurs Awards	F	9m.	3028
3856	(Mar. 22)	Jimmy McHugh's Song Party			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
VARIETY FAVORITES (8)					
(Re-releases)					
3951	(Sept. 21)	Korn Kobbler	G	11m.	2932
3952	(Nov. 23)	Drug Store Follies	F	10 1/2m.	2958
3953	(Dec. 21)	Milt Britton and Band	B	11m.	3005
3954	(Feb. 22)	Brokers' Follies	G	10 1/2m.	
WORLD OF SPORTS (12)					
3801	(Sept. 28)	Snow Fiesta	G	9m.	2960
3802	(Oct. 26)	King Of The Pins	G	9m.	2986
3803	(Nov. 30)	Mat Masters	F	10m.	2998
3804	(Dec. 28)	Champion Jumpers	G	10m.	3021
3805	(Feb. 22)	Army's All American		10m.	
MGM					
Four Reel					
SPECIAL					
One Reel					
CARTOON (10)					
(Technicolor)					
(T-J—Tom and Jerry)					
W-231	(Sept. 16)	The Hollywood Bowl (T-J)	E	7m.	2932
W-232	(Sept. 30)	Garden Gopher	G	6m.	2953
W-233	(Oct. 21)	Framed Cat (T-J)	F	7m.	2952
W-234	(Nov. 4)	The Chump Champ	F	7m.	2952
W-235	(Nov. 25)	Cue Ball Cat (T-J)	G	7m.	2959
W-236	(Dec. 9)	The Peachy Cobbler	G	7m.	2975
W-237	(Jan. 6)	Casanova Cat (T-J)	F	7m.	3004
W-238	(Jan. 27)	Fresh Laid Plans	F	9m.	2998
W-239	(Feb. 10)	Cock-A-Doodle Dog	G	7m.	3022
W-240	(Mar. 3)	Jerry And The Goldfish (T-J)	E	7m.	3028
W-241	(Mar. 31)	Daredevil Droopy	G	6m.	3028
W-242	(.....)	Jerry's Cousin (T-J)	G	7m.	3028
(.....)	(.....)	Droopy's Good Deed			
(.....)	(.....)	Sleepy Time Town			
GOLD MEDAL REPRINT CARTOONS (6)					
(Technicolor)					
W-261	(Oct. 7)	Zoot Cat	E	7m.	2959
W-262	(Dec. 2)	The Early Bird Dood It	G	9m.	2975
W-263	(Feb. 24)	The Million Dollar Cat	F	7m.	2999
W-264	(.....)	The Shooting Of Dan McGoo	G	7m.	3028
(.....)	(.....)	Gallopin' Gals			
PEOPLE ON PARADE (8)					
(Technicolor)					
P-211	(Jan. 6)	Egypt Speaks	F	8m.	3013
P-212	(Feb. 3)	Voices Of Venice	G	8m.	3028
P-213	(Apr. 21)	Springtime In The Netherlands (Traveltalk)	G	9m.	
P-214	(.....)	Land Of The Zuider Zee (Traveltalk)	G	9m.	
PETE SMITH SPECIALTIES (10)					
S-251	(Sept. 2)	Wrong Way Butch	E	10m.	2943
S-252	(Sept. 9)	Football Thrills No. 13	G	9m.	2932
S-253	(Oct. 21)	Table Toppers	G	8m.	2952
S-254	(Nov. 11)	Curious Contests	G	8m.	2985
S-255	(Dec. 16)	Wanted: One Egg	G	9m.	2986
S-256	(Feb. 17)	Sky Skiers	G	8m.	3022
S-257	(Mar. 24)	Fixin' Fool		8m.	
S-258	(.....)	I Love Children, But			
Paramount					
Two Reel					
MUSICAL PARADE FEATURETTES (6)					
(Technicolor)					
(Reissues)					
FF10-1	(Oct. 6)	Mardi Gras	E	19m.	2931
FF10-2	(Oct. 6)	Caribbean Romance	E	19m.	2931
FF10-3	(Oct. 6)	Showboat Serenade	E	20m.	2931
FF10-4	(Oct. 6)	You Hit The Spot	G	18m.	2931
FF10-5	(Oct. 6)	Bombalera	E	19m.	2931
FF10-6	(Oct. 6)	Halfway To Heaven	G	19m.	2931
SPECIAL (1)					
T10-1	(Sept. 1)	The New Pioneers	E	20m.	2932
One Reel					
CASPER CARTOONS (6)					
(Technicolor)					
B10-1	(Oct. 27)	Casper's Spree Under The Sea	E	10m.	2975
B10-2	(Dec. 13)	Once Upon A Rhyme	G	8m.	3004
B10-3	(Mar. 9)	Boo Hoo Baby	G	8m.	
GRANTLAND RICE SPOTLIGHTS (12)					
R10-1	(Oct. 6)	Desert Hi-Jinks	G	9m.	2986
R10-2	(Nov. 10)	Outboard Shenanigans	G	9m.	2986
R10-3	(Oct. 6)	Glacier Fishing	G	9m.	2986
R10-4	(Nov. 24)	Targets On Parade	G	10m.	3004
R10-5	(Dec. 8)	Dobbin Steps Out	F	10m.	3004
R10-6	(Dec. 29)	Top Flight Tumblers	G	9m.	3013
R10-7	(Feb. 16)	Isle Of Sport	F	10m.	3035
R10-8	(Mar. 16)	Little Big Leaguers			
NOVELTOONS (10)					
(Technicolor)					
P10-1	(Nov. 10)	Voice Of The Turkey	F	6m.	2975
P10-2	(Nov. 24)	Mice Meeting You	G	7m.	3004
P10-3	(Dec. 22)	Sock-A-Bye Kitty	G	7m.	3013
P10-4	(Jan. 12)	One Quack Mind	F	7m.	3013
P10-5	(Mar. 9)	Mice Paradise			
P10-6	(Apr. 13)	Hold The Lion Please	G	7m.	3035
PACEMAKERS (6)					
K10-1	(Oct. 20)	Just Fur Fun	E	10m.	2953
K10-2	(Oct. 27)	The City of Beautiful Girls	G	10m.	2975

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
K10-3	(Dec. 8)	Country Cop	G	10m.	3005
K10-4	(Feb. 2)	Music Circus	F	11m.	3035
K10-5	(Mar. 23)	Untitled			
POPEYE CARTOONS (8)					
(Technicolor)					
E10-1	(Oct. 13)	Quick On The Vigor	G	7m.	2953
E10-2	(Nov. 10)	Riot In Rhythm	F	7m.	2975
E10-3	(Dec. 1)	Farmer And The Belle	G	7m.	3004
E10-4	(Jan. 26)	Vacation With Play	G	7m.	3005
E10-5	(Apr. 6)	Thrill Of Fair			
POPEYE CHAMPIONS (4)					
(Reissues)					
Z10-1	(Oct. 6)	Her Honor The Mare	E	7m.	2953
Z10-2	(Nov. 3)	We're On Our Way To Rio	G	8m.	2959
Z10-3	(Nov. 17)	Pop-Pie A La Mode	G	8m.	2959
Z10-4	(Nov. 17)	Shape Ahoy	G	7 1/2m.	2959
SCREEN SONGS (6)					
(Technicolor)					
X10-1	(Nov. 17)	Fiesta Time	G	7m.	2985
X10-2	(Nov. 17)	Fresh Yeggs	F	8m.	2985
X10-3	(Feb. 9)	Tweet Music	G	7m.	
X10-4	(Mar. 23)	Drippy Mississippi			
THE MOVIES AND YOU					
(All Industry Shorts)					
T10-2	(Jan. 15)	The Cinematographer	E	9 1/2m.	3005
RKO					
Two Reel					
CLARK AND McCULLOUGH REISSUES (4)					
13601	(Sept. 8)	Fits In A Fiddle	F	15m.	3003
13602	(Oct. 20)	Hey, Nanny, Nanny	F	15m.	3012
13603	(Nov. 17)	Alibi Bye, Bye	G	21m.	2974
13604	(Dec. 29)	Jitters The Butler	F	20m.	3003
COMEDY SPECIALS (6)					
13401	(Sept. 22)	Waiting For Baby	G	17m.	2882
13402	(Nov. 24)	Nightclub Daze	F	16m.	2907
13403	(Jan. 14)	The Newlywed's Boarder		17m.	
13404	(Mar. 16)	Tin Horn Troubadors		16m.	
EDGAR KENNEDY REISSUES (4)					
13501	(Sept. 1)	Act Your Age	G	18m.	2958
13502	(Sept. 29)	'Tain't Legal	B	16m.	2958
13503	(Oct. 27)	Kennedy The Great	F	19m.	2974
13504	(Dec. 22)	Mutiny In The County	F	17m.	2974
LEON ERROL COMEDIES (6)					
13701	(Sept. 15)	Texas Tough Guy	F	18m.	2964
13702	(Dec. 1)	Spooky Wooky	F	15m.	2998
13703	(Jan. 26)	Chinatown Chump	F	16m.	3035
13704	(Mar. 30)	Punchy Pancho	G	16m.	3028
MY PAL (2)					
13201	(Oct. 6)	Pal, Fugitive Dog	F	21m.	2986
13202	(Feb. 16)	Pal's Gallant Journey	G	22m.	3035
SPECIALS (3)					
13801	(Sept. 29)	You Can Beat The A-Bomb	E	19 1/2m.	2958
13901	(Dec. 8)	Football Headliners of 1950	F	17m.	3012
13801	(Apr. 13)	Basketball Headliners of 1951			
THIS IS AMERICA (13)					
13101	(Sept. 15)	Pinkerton Man	F	16m.	2943
13102	(Oct. 15)	Seven Cities Of Washington	G	15m.	2986
13103	(Nov. 10)	Whereabouts Unknown	E	15m.	2998
13104	(Dec. 9)	Letter To A Rebel (Reissue)	G	16m.	2974
13105	(Dec. 5)	Airlines To Anywhere	G	16m.	3028
13106	(Feb. 2)	Lone Star Roundup			
TRUE-LIFE ADVENTURES (1)					
(Technicolor)					
(.....) Nature's Half Acre					
One Reel					
SCREENLINERS (13)					
14201	(Sept. 8)	It's Only Musicals	G	9m.	2938
14202	(Oct. 6)	Fairest Of The Finest	G	8m.	2965
14203	(Nov. 3)	The Big Appetite	G	9m.	2986
14204	(Dec. 1)	Package Of Rhythm	G	10m.	3013
14205	(Dec. 29)	Research Ranch	F	8m.	3013
14206	(Jan. 26)	Movie Oldies	G	9m.	3035
SPORTSCOPES (13)					
14301	(Sept. 22)	Crocodile Hunters	F	9m.	2960
14302	(Oct. 20)	Football's Mighty Mustang	F	8m.	2975
14303	(Nov. 17)	Diving Dynasty	F	8m.	3004
14304	(Dec. 15)	Connie Mack	F	8m.	2975
14305	(Jan. 12)	Canadian Snow Fun	G	8m.	3035
14306	(Feb. 9)	Big House Rodeo			
THE MOVIES AND YOU					
(All-Industry Shorts)					
14801	(Sept. 13)	The Costume Designer	E	9m.	2769
WALT DISNEY CARTOONS (18)					
(Technicolor)					
(D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro; S—Special)					
14101	(Sept. 1)	Hook, Lion And Sinker(D)	G	7m.	2965
14102	(Sept. 22)	Camp Dog (P)	G	7m.	2965

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14103	(Oct. 13)	Bee At The Beach (D)	F	7m.	2974	3004	(May)	Shooting The Salmon Rapids	G	10m.	2839	6302	(Dec. 20)	Jerry Gray and the Band of Today	G	15m.	2999
14104	(Nov. 3)	Hold That Pose (G)	G	7m.	2998	3005	(July)	Winning Form	F	10m.	2915	6303	(Jan. 3)	Sugar Chile Robinson, Billie Holiday, Count Basie and His Sextet	G	15m.	3035
14105	(Nov. 24)	Morris The Midget Moose (S)	G	8m.	2938	3006	(June)	Action With Rod And Reel	G	10m.	2850	6304	(Jan. 31)	Frankie Carle and His Orchestra	G	15m.	3028
14106	(Dec. 15)	Out On A Limb (D)	G	7m.	3013	3007	(Sept.)	Bowlers' Fair	B	8m.	2915	6305	(Feb. 28)	Ray Anthony And His Orchestra	F	15m.	
14107	(Jan. 5)	Lion Down (G)	G	7m.	3013	3008	(Sept.)	Football Pay-Off Plays	G	10m.	2965						
14108	(Jan. 19)	Chicken In The Rough	G	7m.	3035	3009	(Oct.)	Circus On The Campus	G	10m.	2965						
14109	(Feb. 9)	Cold Storage (P)	E	7m.		3010	(Nov.)	Tee Girls	G	10m.	2965						
14110	(Mar. 2)	Dude Duck (D)				3051	(Mar.)	Frolic In Sports (1950-51)	G	8m.	2806						
14111	(Mar. 23)	Homemade Home (G)				3101	(Jan.)	Arrow Artistry		9m.							
14112	(Apr. 6)	Corn Chips (D)				3102	(Mar.)	Let's Go Marlin Fishing		9m.							
14113	(Apr. 21)	Cold War (S)															
WALT DISNEY REISSUES (6) (Technicolor)						TERRYTOONS (20) (Technicolor)						SPECIALS (2)					
14701	(Oct. 27)	The Moth And The Flame	E	8m.	2975	5001	(Jan.)	Comic Book Land	G	7m.	2779	6201	(Nov. 8)	Fun At The Zoo	G	18m.	2932
14702	(Dec. 29)	Donald's Golf Game	E	8m.	2985	5002	(Feb.)	The Talking Magpies In The Fox Hunt	F	7m.	2784						
14703	(Feb. 23)	Merbabies	E	9m.	2985	5003	(Mar.)	Victor The Volunteer In Better Late Than Never	G	7m.	2785						
14704	(Apr. 20)	The Practical Pig	E	8m.	2985	5004	(Mar.)	Mighty Mouse In Anti-Cats	F	7m.	2806						
14705	(July 6)	Polar Trappers	E	8m.	2985	5005	(Apr.)	Aesop's Fable Foiling The Fox	F	7m.	2839						
14706	(Aug. 24)	The Old Mill	E	9m.	2985	5006	(Apr.)	Dinky In The Beauty Shop	F	7m.	2839						
Republic SERIALS (4)						5007	(May)	The Talking Magpies In A Merry Chase	F	7m.	2839						
5081	(Dec. 23)	Desperadoes Of The West	G	12ep.	2934	5008	(May)	Dream Walking	G	7m.	2850						
5082	(Mar. 17)	Flying Disc Men From Mars	G	12ep.	2974	5009	(June)	Mighty Mouse In Law And Order	F	6 1/2m.	2915						
5083	(Jan. 27)	Perils Of The Darkest Jungle (Reissue)	F	12ep.	3012	5010	(July)	The Red Headed Monkey	F	7m.	2883						
THIS WORLD OF OURS (6) (Trucolor)						5011	(July)	Dingbat In All This And Rabbit Stew	F	7m.	2883						
4975	(Mar. 15)	Norway	G	9m.	2806	5012	(Aug.)	The Dog Show	F	7m.	2883						
4976	(June 1)	Denmark	G	9m.	2890	5013	(Aug.)	The Talking Magpies In King Tut's Tomb	G	7m.	2839						
4977	(July 15)	Glacier National Park	G	9 1/2m.	2915	5014	(Sept.)	Little Roquefort In Cat Happy	F	7m.	2907						
4978	(Aug. 30)	Sweden	G	9m.	2932	5015	(Sept.)	If Cats Could Sing	F	6 1/2m.	2915						
4979	(Oct. 15)	France	E	10m.	2965	5016	(Oct.)	Little Roquefort In Mouse And Garden	F	6 1/2m.	2932						
4980	(Nov. 30)	Holland	G	9m.	2986	5017	(Oct.)	Mighty Mouse In Beauty On The Beach	G	7m.	2932						
(1950-51)						5018	(Nov.)	Gandy Goose In Wide Open Spaces	G	7m.	2965						
5071	(Jan. 15)	London	F	9m.	3013	5019	(Dec.)	Dingbat In Sour Grapes	G	7m.	2965						
5072	(Feb. 15)	Portugal				5020	(Dec.)	Mighty Mouse In Mother Goose's Birthday Party	G	7m.	2965						
5703	(Mar. 15)	Spain															
20th Century-Fox Three Reel						(1950-51) (26)						WOODY WOODPECKER CARTOONS (6) (Technicolor)					
7101	(Jan.)	Why Korea?	E	30m.	3012	5101	(Jan.)	The Talking Magpies In Rival Romeos	F	7m.	2965	6351	(Jan. 22)	Puny Express	E	7m.	3035
Two Reel						5102	(Jan.)	Nutsy In Squirrel Crazy	G	7m.	3021	6352	(Mar. 26)	Sleep Happy		7m.	
THE MARCH OF TIME (8) (Vol. 16)						5103	(Feb.)	Little Roquefort In Three Is A Crowd	G	7m.	3021	6353	(.....)	Wicket Wacky		7m.	
(Feb.)		No. 1—Mid Century: Half Way To Where?	E	17m.	2798	5104	(Feb.)	Woodman Spare That Tree	F	6 1/2m.	3013						
(Mar.)		No. 2—The Male Look	G	16m.	2819	5105	(Mar.)	Half Pint In Stage Struck	F	7m.	3021						
(Apr.)		No. 3—Where's The Fire?	E	19m.	2850	5106	(Mar.)	Super Mouse In Sunny Italy	G	7m.	3021						
(May)		No. 4—Beauty At Work	E	17m.	2874	5107	(Mar.)	Gandy Goose In Songs Of Erin	G	7m.	3021						
(Aug.)		No. 5—As Russia Sees It	G	16m.	2914	5108	(Apr.)	The Talking Magpies In Bulldozing The Bull									
(Sept.)		No. 6—The Gathering Storm	F	17m.	2952	5109	(Apr.)	Gandy Goose In Spring Fever									
(Nov.)		No. 7—Schools On The March	G	18m.	2974												
(Dec.)		No. 8—Tito—New Ally?	E	18m.	3003												
(Vol. 17) (8)						(Reissues) (4)						WARNERS Two Reel SPECIALS (8) (Technicolor)					
(Feb.)		No. 1—Strategy For Victory	G	17 1/2m.	3028	5021	(Jan.)	Mississippi Swing	G	7m.	2784	7001	(July 29)	Wish You Were Here	G	20m.	2900
SPECIAL						5022	(Feb.)	What Happens At Night	G	7m.	2785	7002	(Nov. 4)	Royal Rodeo	G	14 1/2m.	2964
7903	(.....)	Draughtsman Of Dreams	G	16 1/2m.	2850	5023	(May)	Orphan Duck	G	7m.	2839	7003	(Dec. 23)	The Wanderer's Return	E	16m.	3005
	(.....)	The Magnetic Tide (Cinecolor)	G	21m.	2985	5024	(June)	Just A Little Bull	F	7m.	2839	7004	(Feb. 17)	My Country 'Tis Of Thee	G	15m.	3028
One Reel												7005	(Mar. 17)	The Neighbor Next Door			
LEW LEHR (2) (Re-releases)						(1951) (4)						FEATURETTES (6)					
9001	(Aug.)	Monkeys Is The Cwaziest People	G	9m.	2915	5127	(Jan.)	Lucky Duck	G	7m.	3013	7101	(Sept. 9)	Wagon Wheels West	F	20m.	2943
9002	(Aug.)	Monkey Doodle Dandles	G	9m.	2915	5128	(Feb.)	The Bird Tower	G	7m.	3012	7102	(Nov. 18)	Barber Shop Ballads	E	19m.	2974
MOVIETONE ADVENTURES (Technicolor)						5129	(Apr.)	Shipyard Symphony				7103	(Jan. 27)	Ace Of Clubs	G	16m.	3028
2051	(Apr.)	Pattern Of Progress	G	8m.	2806							7104	(Mar. 31)	Roaring Guns			
MOVIETONE MELODIES (4)						THE MOVIES AND YOU (All-Industry Shorts)						One Reel					
7001	(Jan.)	Lawrence Welk and His Champagne Music	F	9m.	2779	9701	(Nov. 1 '49)	The Art Director	E	8m.	2735	BLUE RIBBON HIT PARADES (13) (Reissues) (Technicolor)					
7002	(Mar.)	Red Ingle and His Gang	G	9m.	2785	9702	(Nov.)	The Screen Writer	E	9 1/2m.	2965	7301	(Sept. 16)	Fagin's Freshmen	G	7m.	2932
7003	(Aug.)	Sketch Henderson & Orch.	F	10m.	2883							7302	(Oct. 14)	Slightly Daffy	G	6m.	2959
7004	(Oct.)	The Fontane Sisters	F	8m.	2932							7303	(Nov. 11)	The Aristo Cat	G	7m.	2959
MOVIETONE SPECIALTIES (6)						United Artists One Reel						7304	(Dec. 9)	The Unbearable Bear	G	7m.	2975
8001	(June)	Mid-West Metropolis	G	9m.	2839	SONGS OF AMERICA (18)						7305	(Jan. 6)	Duck Soup To Nuts	F	7m.	2985
8003	(July)	Music Of Manhattan	E	10m.	2839	(Aug. 19)	Melodic Spirituals	G	9m.	2793		7306	(Feb. 3)	Flowers For Madame	F	7m.	3012
9001	(Feb.)	Struggle For Survival	E	9m.	2591	(July 22)	Treasured Ballads Of America	G	10m.	2793		7307	(Mar. 3)	Life With Feathers	G	7m.	3028
9002	(Aug.)	The Hunter	E	8m.	2667	(Sept. 9)	Visions And Voices	G	9m.	2793		7308	(Mar. 24)	Peck Up Your Troubles	G	7m.	3028
9003	(Sept.)	Shadows In The Snow	G	9m.	2725	(Oct. 7)	Melodic Sketches	G	9m.	2785							
SPECIAL						(Nov. 4)	Symphonic Shades	G	8m.	2785							
(.....)		Home Of The Homeless	G	10m.	2837	(Dec. 2)	Melodies Reborn	F	10m.	2785							
SPORTS REVIEWS (12) (T—Technicolor)						(Dec. 31)	Cherished Melodies	G	9 1/2m.	2814							
3001	(Jan.)	Skiing Is Believing	G	9m.	2779	(Jan. 27)	Southern A Capella	G	8m.	2814							
3002	(Feb.)	From Jib To Topsail	F	8 1/2m.	2770	(Mar. 17)	Memorable Gems	F	8 1/2m.	2820							
3003	(May)	Diving Maniacs	G	9m.	2884	(Mar. 25)	The Tradition	G	8 1/2m.	2814							
						(Apr. 14)	Tunes That Live	F	9m.	2820							
						(May 12)	Glory Filled Spirituals	F	10m.	2820							
						(June 9)	Highlights Of Long Ago	F	9m.	2889							
						(July 14)	Long Remembrances	F	8m.	2889							
						(Aug. 11)	Folklore	F	8m.	2889							
						(Sept. 15)	The Moods	F	8 1/2m.	3021							
						Universal-International Two Reel						HIT PARADE OF GAY NINETIES (8)					
						NAME BAND MUSICALS (13)						7801	(Oct. 7)	When Grandpa Was A Boy	F	9m.	2959

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
MERRIE MELODIES (18) (Technicolor)					
7701	(Oct. 21)	Stooge For A Mouse	G	7m. 2959	
7702	(Oct. 28)	Pop 'Im Pop!	F	7m. 2960	
7703	(Nov. 25)	Caveman Inki	G	7m. 2965	
7704	(Dec. 2)	Dog Collared	F	7m. 2985	
7705	(Dec. 30)	Two's A Crowd	G	7m. 3013	
7706	(Jan. 20)	A Fox In A Fix	F	9m. 3013	
7707	(Feb. 3)	Canned Feud	G	7m. 3028	
7708	(Feb. 24)	Putty Tat Trouble	G	7m. 3021	
7709	(Mar. 3)	Corn Plastered	G	7m.	
7710	(Mar. 24)	Scent-imental Romeo			
VITAPHONE NOVELTIES (8)					
7601	(Oct. 14)	Slap Happy	F	10m. 2953	
7602	(Nov. 25)	Those Who Dance	F	8 1/2m. 2965	
7603	(Dec. 30)	Blaze Busters	G	10m. 3013	
7604	(Jan. 20)	Animal Antics	F	9m. 3028	
7605	(Mar. 10)	Horse-Hide Heroes			
SPORTS PARADE (10) (Technicolor)					
7501	(Dec. 9)	Wild Water Champions	G	15m. 2975	
7502	(Sept. 2)	Grandad Of Races	G	10m. 2943	
7503	(Oct. 21)	Paddle Your Own Canoe	G	10m. 2953	
7504	(Jan. 13)	Ski In The Sky	F	9m. 3005	
7505	(Feb. 24)	The Will To Win	F	10m. 3035	
Miscellaneous					
		An Island—Japan (United World)	G	21m. 2938	
		Animal Theatre, The (Artkino)	G	37m. 3012	
		Artek (Artkino)	G	18m. 3028	
		As Old As The Hills (Brit. Inf. Serv.) (Technicolor)	G	10m. 3021	
		Caucasian Reserves (Artkino)	F	10m. 3031	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Composers In Clay (Canton-Weiner)					
		Coral Wonderland (Australian News and Info. Bureau)	F	25m. 3005	
		Dangerous Waters (Technicolor) (Jam Handy)	F	9m. 3005	
		Earthquake In Equador (UN)	G	15m. 2974	
		Feathered Fishes (Australian News and Info. Bureau)	G	15m. 3005	
		First Forty Days, The (U. S. Army)	G	25m. 3013	
		Flying Saucer Mystery, The (Telenews)	F	10m. 2985	
		Gardens Of Old England (Brit. Inf. Serv.)	G	10m. 3022	
		Grandma Moses (AF Films)	E	22m. 2974	
		Hollywood Ten, The (Contemporary) (No Rating)		15m. 2938	
		Hunting With Bow And Arrow (Cornell)	E	17m. 3021	
		Irish Melody (Bell)	G	36m. 3005	
		Killers Of The Deep (Astor)	B	22m. 3028	
		Love Of Franistan, The (Canton-Weiner)	G	7m. 3028	
		More About Me (Canton-Weiner)	G	7m. 2986	
		Of Human Rights (UN)	G	21 1/2m. 2974	
		On Stage Everybody (NSS)	E	9 1/2m. 2938	
		Partner Perkins (Technicolor) (NSS)	G	10 1/2m. 2959	
		Pattern For Survival (Kodachrome) (Cornell) (16mm. and 35mm.)	E	20m. 2986	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
		Rodin (Canton-Weiner)	E	21m. 3021	
		Russian Ballet and Folk Music (Artkino)	G	11m. 2960	
		Serenade (Ambassador)	G	10m. 3005	
		Singers Of Israel (Central Cinema)	G	10m. 3028	
		Song Of The Prairie (Official Films)	F	18m.	
		Struggle For Oil, The (Brit. Inf. Serv.)	G	22m. 2999	
		Tales From The Vienna Woods (Hyperion)	E	10m. 3005	
		Tarantelle (Technicolor) (Nemeth)	F	5m. 2931	
		Touch Of The Shamrock, A (Bell)	F	28m. 3005	
		Trooping The Colors (BIS)	F	11m. 2986	
		Unfinished Symphony (Hyperion)	G	10m. 3005	
		You Can Change The World (The Christophers)	G	20m. 3021	
		Vienna Blood (Hyperion)	G	10m. 3005	
		Village Tale, The (Canton-Weiner)	E	35m. 3013	
		What's The Name Of That Song? (Dorety)	F	18 1/2m. 2986	

The Movies And You

(All-Industry Shorts)					
(Nov.)		The Screen Writer (20th-Fox)	E	9 1/2m. 2965	
(Mar. '51)		The Film Director (Warners)			
(Sept. 13)		The Costume Designer (RKO)	E	9m. 2769	
(Jan. 15)		The Cinematographer (Paramount)	E	9 1/2m. 3005	

Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

COLUMBIA	EAGLE LION CLASSICS	LIPPERT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY
Born Yesterday J. Holliday, W. Holden, B. Crawford	Volcano A. Magnani, G. Brooks, R. Brazzi (Italian-made)	The Steel Helmet G. Evans, S. Brodie, J. Edwards	The Magnificent Yankee L. Calhern, A. Harding, E. Franz	Abilene Trail, W W. Wilson, A. Clyde, N. Neill	September Affair J. Fontaine, J. Cotton, F. Rosay (Partly made in Italy)	Payment On Demand B. Davis, B. Sullivan	Missing Women P. Edwards, J. Alvin, J. Millican	I'd Climb The Highest Mountain S. Hayward, W. Lundigan, R. Calhoun (Technicolor)	The Second Woman R. Young, B. Drake, J. Sutton (Popkin)	Target Unknown M. Stevens, D. Taylor, J. Holden	Storm Warning G. Rogers, R. Reagan, D. Day, S. Cochran
Operation X E. G. Robinson, P. Cummins (English-made)	They Were Not Divided E. Underdown, R. Clanton (English-made)	Fingerprints Don't Lie R. Travis, S. Ryan, S. Melton	Vengeance Valley B. Lancaster, R. Walker, J. Dru, J. Ireland (Technicolor)	Rhythm Inn J. Frazee, L. Collier, K. Grant	The Great Missouri Raid W. Corey, M. Carey, E. Drew (Technicolor)	Cry Danger D. Powell, R. Fleming	Spoilers Of The Plains R. Rogers, P. Edwards, G. Jones	Call Me Mister B. Grable, D. Dailey, D. Thomas (Technicolor)	Bedtime For Bonzo R. Reagan, D. Lynn, W. Slezak	Bedtime For Bonzo R. Reagan, D. Lynn, W. Slezak	The Enforcer H. Bogart, R. Roberts, Z. Mostel
Counterspy Meets Scotland Yard H. St. John, A. Blake	My Outlaw Brother M. Rooney, R. Preston, W. Hendrix (Made in Mexico)	Cause For Alarm L. Young, B. Sullivan		The Vicious Years T. Cook, G. Moore, S. Merritt			Night Riders Of Montana, W A. Lane, C. Johnson, C. Barrett	The 13th Letter C. Boyer, L. Darnell, M. Rennie, C. Smith (Made in Canada)	Tomahawk V. Heflin Y. DeCarlo, P. Foster (Technicolor)	Tomahawk V. Heflin Y. DeCarlo, P. Foster (Technicolor)	
Ridin' The Outlaw Trail, W C. Starrett, S. Burnette	Skipalong Rosenbloom M. Rosenbloom, M. Baer, J. Coogan								Operation Disaster J. Mills, R. Attenborough, N. Patrick (English-made)	Operation Disaster J. Mills, R. Attenborough, N. Patrick (English-made)	
Revenue Agent D. Kennedy, J. Willes											
A Yank In Korea L. McCallister, W. Phillips											
MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH
Al Jennings Of Oklahoma D. Duryea, G. Storm, D. Foran (Technicolor)	The Blue Lamp J. Warner, J. Hanley, G. Whitby (English-made)	Mask Of The Dragon R. Travis, S. Ryan, S. Melton	Three Guys Named Mike J. Wyman, V. Johnson, H. Keel, B. Sullivan	Navy Bound T. Neal, W. Waldron, R. Toomey	The Mating Season G. Tierney, J. Lund, T. Ritter, M. Hopkins	Tarzan's Peril L. Barker, V. Huston, G. Macready	Oh! Susanna R. Cameron, A. Booth (Trucolor)	The Sword Of Monte Cristo G. Montgomery, P. Corday, B. Kroeger (Supercinecolor)	The Groom Wore Spurs G. Rogers, J. Carson, J. Davis	The Groom Wore Spurs G. Rogers, J. Carson, J. Davis	Sugarfoot R. Scott, A. Jergens (Technicolor)
My True Story H. Walker, W. Parker	Circle Of Danger R. Milland, M. Goring, P. Roc (English-made)	Stop That Cab S. Melton, A. Adrian, M. Lord	Royal Wedding F. Astaire, J. Powell, P. Lawford (Technicolor)	Man From Sonora, W J. M. Brown, L. Hall, M. Healey	The Redhead And The Cowboy G. Ford, R. Fleming, E. O'Brien	Cuban Fireball E. Rodriguez, W. Douglas	Silver City Bonanza, W R. Allen, B. Ebson	Lucky Nick Cain G. Raft, C. Gray (Made in Europe)	Abbott and Costello Meet The Invisible Man B. Abbott, L. Costello, N. Guild	Abbott and Costello Meet The Invisible Man B. Abbott, L. Costello, N. Guild	Lightning Strikes Twice R. Roman, R. Todd, Z. Scott
Texans Never Cry G. Autry, G. Davis, D. Harvey	So Long At The Fair J. Simmons, D. Bogarde, D. Tomlinson (English-made)		Inside Straight A. Dahl, B. Sullivan, M. McCambridge	Gypsy Fury V. Lindfors, C. Kent (Made in Sweden)	Samson And Delilah H. Lamarr, V. Mature, G. Sanders (Technicolor)		Insurance Investigator R. Denning, A. Long	Bird Of Paradise L. Jourdan, D. Paget, J. Chandler (Technicolor) (Made in Hawaii)	Air Cadet G. Russell, S. McNally, R. Long	Air Cadet G. Russell, S. McNally, R. Long	Dodge City E. Flynn, O. de Havilland (Re-release)
"M" D. Wayne, H. Da Silva, L. Adler	Cattle Queen M. Hart, D. Smith, D. Wood		The M-G-M Story (Free feature on MGM product)	The Lion Hunters J. Sheffield, A. Todd, M. Thrower			Heart Of The Rockies R. Rogers, P. Edwards	Of Men And Music J. Heifetz, A. Rubinstein, J. Peerce, N. Conner N. Y. Philharmonic			Virginia City E. Flynn, M. Hopkins, H. Bogart (Re-release)
Fort Savage Raiders, W C. Starrett, S. Burnette, P. Thompson	When I Grow Up R. Preston, M. Scott, B. Driscoll				Molly, (The Goldbergs) G. Berg, P. Loeb, E. Mintz						Lullaby Of Broadway D. Day, G. Nelson (Technicolor)
APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL
Valentino A. Dexter, E. Parker, P. Medina (Technicolor)		Danger Zone H. Beaumont, E. Brophy, P. Blake	The Great Caruso M. Lanza, A. Blyth, D. Kirsten (Technicolor)	Wild Horse Prairie, W W. Wilson, F. Knight, P. Coates	Quebec J. Barrymore, Jr. C. Calvet, P. Knowles (Technicolor)			U.S.S. Teakettle G. Cooper, J. Greer, M. Mitchell	Ma And Pa Kettle Back On The Farm M. Main, P. Kilbride	Ma And Pa Kettle Back On The Farm M. Main, P. Kilbride	
Fury Of The Congo J. Weissmuller, S. Moreland, P. Marion		Pier 23 H. Beaumont, A. Savage, E. Brophy, R. Travis	Father's Little Dividend S. Tracy, E. Taylor, J. Bennett	Ghost Chasers L. Gorcey, H. Hall, J. Kayne	The Lemon Drop Kid B. Hope, M. Maxwell, L. Nolan			I Can Get It For You Wholesale S. Hayward, D. Dailey, G. Sanders			
			Soldiers Three S. Granger, W. Pidgeon, D. Niven, G. Gynt					Follow The Sun G. Ford, A. Baxter, D. O'Keefe, J. Havoc			

The Story With A Song, A Dance And A Laugh For Every Light on Broadway!

LULLABY OF BROADWAY

COLOR BY
TECHNICOLOR

STARRING
DORIS DAY
GENE NELSON

THEY'RE THE
SWEETHEARTS
WHO TURNED
BROADWAY
INTO LOVERS
LANE!

10 tunes -- all toppers!
'Lullaby of Broadway' 'Please Don't Talk About Me When I'm Gone'
'Somebody Loves Me' 'You're Getting to be a Habit With Me'
'Just One of Those Things' 'Zing! Went the Strings of My Heart'
and 'I Love the Way You Say Goodnight' and more! more!

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S. Z. SAKALL · BILLY DE WOLFE · GLADYS GEORGE · DAVID BUTLER · WILLIAM JACOBS

Written by EARL BALDWIN Musical Direction by Ray Heindorf

Lull-a-by
of Broad-way

--The
show world's
Spring
song!

WARNER BROS.

TRADE SHOW MARCH 12

ALBANY
Warner Screening Room
79 N. Pearl St. • 12:30 P.M.
ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 7:30 P.M.
BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.
BUFFALO
Paramount Screening Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.
CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.
CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.
CLEVELAND
Warner Screening Room
2300 Payne Ave. • 8:30 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.
DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.
DES MOINES
Paramount Screening Room
1125 High St. • 12:45 P.M.
DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.
JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 8:00 P.M.
KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.
LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

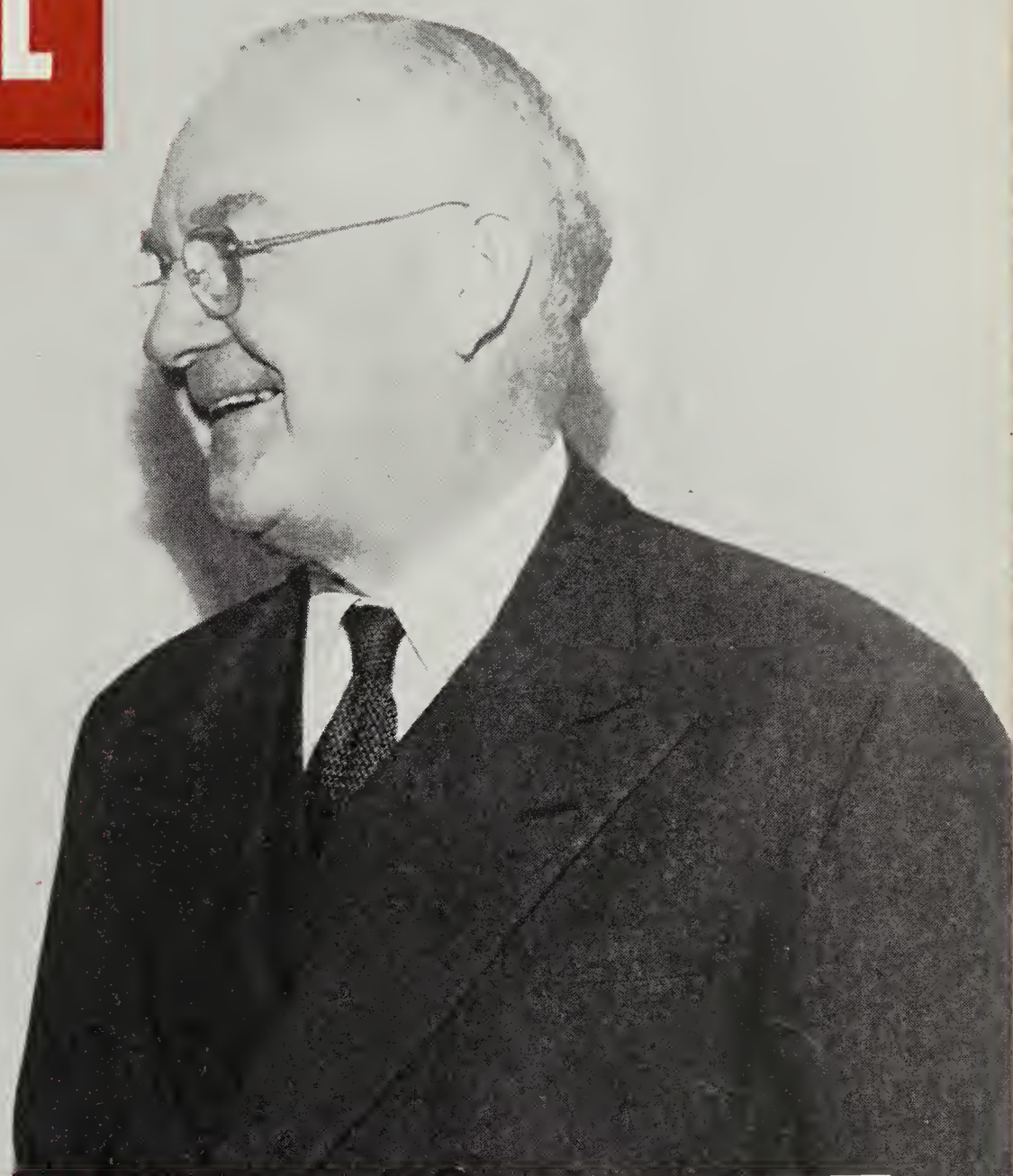
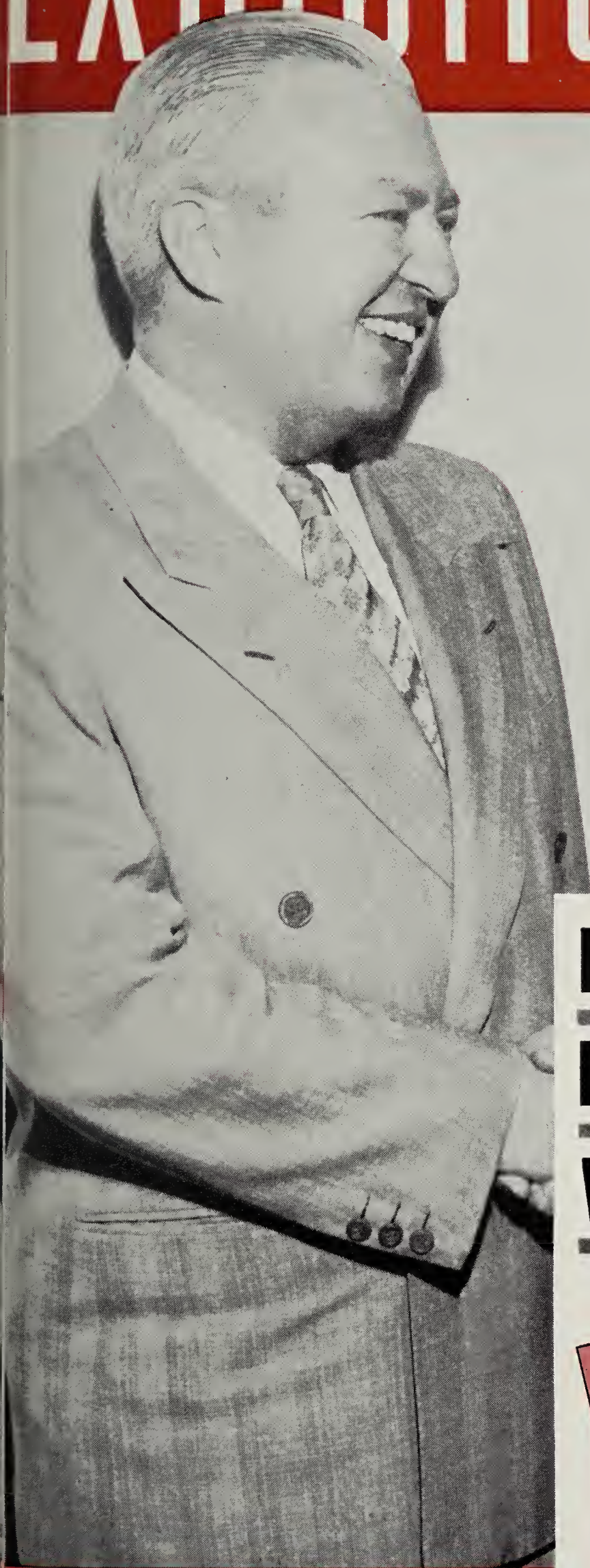
MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 2:00 P.M.
MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.
MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.
NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.
NEW YORK
Home Office
321 W. 44th St. • 2:30 P.M.
OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.
OMAHA
20th Century-Fox Screening Room
1502 Ovensport St. • 1:00 P.M.

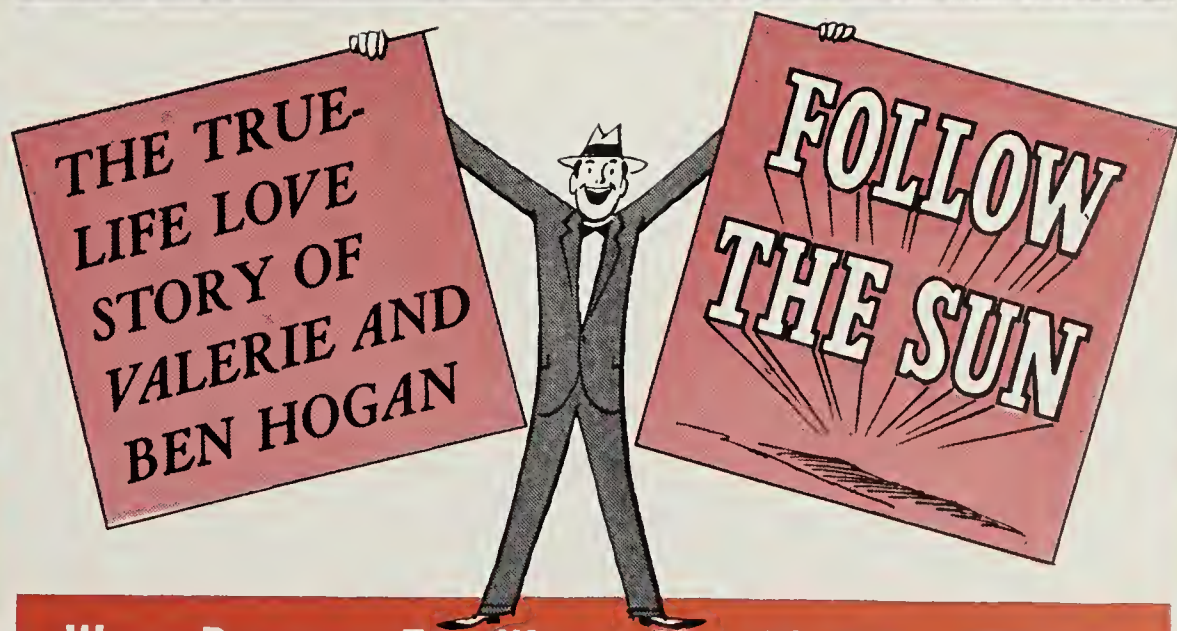
PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.
PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.
PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.
SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Paramount Screening Room
221 Golden Gate Ave. •
SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 P.M.
ST. LOUIS
Sirenco Screening Room
3143 Olive St. • 1:00 P.M.
WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 1:00 P.M.

EXHIBITOR



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45 Number 19
Sections: Section One

MARCH 14, 1951

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GENERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS

uring **EXTRA PROFITS**

WORLD PREMIERE · FORT WORTH · MAR. 23 · BIG AS TEXAS!

There's No Business Like 20 Business!
CENTURY-FOX

A black and white photograph of the Fox Theatre in St. Louis, Missouri. The building is a large, ornate structure with a prominent, rounded, domed roofline. A tall, slender tower rises from the right side of the main building. The facade is highly detailed with classical architectural elements. The photograph is grainy and has a vintage appearance.

Martin Theatre

Bainbridge, G

131 Others Placed Under Construction; Total Cost: \$55,580,600

Nationwide Tabulation of New Theatres

ALABAMA

Alabama City: Ritz, Crescent Amusement Co., 800
Aliceville: Palace, Roth E. Hook, 450
Anniston: Rose, C. E. Cooper-J. A. Fuster, 900
Athens: Harlem, A&J Theatres, Inc., 500
Clanton: Acme Theatre Corp., 790
Eufaula: Martin, Martin Theatres, 1,150
Fort Payne: New DeKalb, DeKalb Amusement Co., 699
Hartselle: Studio, Hubert R. Mitchell, 800
Jasper: New Jasper, Alabama Theatres, Inc., 1,085
Prichard: Waterall, Charles Waterall, 1,200
Sheffield: Carver (no details), 500
Sycamore: Sycamore, Harry MaeGowan, 400
Sylacauga: Martin, M... Theatres, 1,200
Tusculum: Tusculum... Shoals The...

THINK

man,
Lightman.
to, K. Lee Wil-
New, Jeff F.
600
McGehee
500
Rose, C. E.
Lee Wil-
Pierce &
Barracks
500
NA
Rawlings-
376
field, Long
0
R. L. & H.
450
uma, Fox West

Davis: Varsity, Westside, Inc., 850
East Palo Alto: Palo, Westland Theatres, 1,400
Elk Grove: Cow Palace, Carl Amundson Jr., 300
Elsinore: Lake, H. C. Scott, 830
Fairfax: Fairfax, Blumenfield Theatres, 600
Half Moon Bay: Patio, Harvey R. Hatch, 500
Healdsburg: Avon, George M. Mann, 800
Hollywood: Ivar, Yeglshe out, 398
Laguna Beach: Nick, Bill Alford, 240
Lodi: Sunset, T&D, 966
Long Beach: 500
Los Angeles: 100
E. Al-
Samar, O. J. 1,000
Hill: Granada, Jack Salzman, 700
Seaside: Crest, Erwin Sklar, 1,000
Oxnard: Oxnard, Manny Feldsteln & Paul Dietrich, 900
Palm Springs: Memory Lane, Bill Alford, 300
Placerville: T&D Theatres, 1,300
San Francisco: Serra, Golden State Theatres, 1,000
San Jose: Studio, Lawrence Borg, 905
San Jose: Burbank, Fred Salih, 1,275
San Mateo: Palm, H. J. Hut-ton & J. M. Sullivan, 750
Santa Paula: Fox, Fox West Coast, 1,038
Venice: Crest, Fox West Coast, 1,100
Victorville: El Rancho, West-ern Amusement, 970
Wawona: Idlewild, Roy Car-ins, 300
Yuba City: Sutter, T&D The-atres, 916

son Amusement Co., 900
Stratton: Lake, Floyd Merrill
364
Wray: Cliff, J. K.
& J. A. Hughes

CONN
New
Pet
Nia

LOC

Florida
709
Milans, Carl
& L. A. Stein, 801
Gables: Cloughton The-
atres, 1,500
Goodland: Rex, Milton John-
son, 500
Graceville: (no details), 500
Jacksonville: Lake Forest
Theatres, 600
Leesburg: Carver, R. A. Get-
ford, 300
McIntosh: McIntosh, Jim
Camp, 250
Madison: Woodward, L. R.
Woodward, 804
Miami: New Bumehe, Bern-
stein Theatres, 1,500
Miami: Gateway, Wometco
Theatres, 2,500
Miami Beach: Carib, Wometco
Theatres, 2,500
Niceville: Niceville, Neal
Robinson, 342
Palm Beach: Riviera, Tellico,
Inc., 750
Panama City: Lincoln, Elmer
R. Gregg, 470
Ruskin: Community interests,
500
St. Petersburg: State, Charlie
Richlieu, 750
Tarpon Springs: Tarpon, Stein
Theatres, 500
West Palm Beach: Florida
Florida State 500
West Palm Beach: Miracle,
R. R. Thomas, 1,000

IDAHO
 Cam: Spur, J. Ed Mer-
 fill, 400
 Lewiston: Orchards, Dean
 Baird-W. Campbell, 700
 Lewiston: Sterling Theatres,
 Inc., 1,000
 Pauld: ArVon, Arvis Edmond-
 son, 400

ILLINOIS
 Ashton: Ashton, Community
 interest, 400
 Chicago: Stony, Stony Thea-
 tre Corp., 1,000
 Clifton: Aloah, Clifton-Reed,
 500
 Decatur: Star, George Kera-
 sotes, 500
 Flora: Flora, Flora Amuse-
 ment Co., 500
 Fox Lake: Towne, Fox Lake
 Enterprises, 600
 Hardin: Town Hall, George
 E. Varble, 400
 Mount Prospect: Prospect (no
 details), 500
 Nauvoo: Nauvoo, J. A. & E.
 J. Kraus, 500
 Park Forest: Holiday, H&E
 Balaban Corp., 1,000
 Pittsfield: Zoe, Russell Ar-
 mentrout, 400
 Sparta: Grand, Turner-Far-
 rar Theatres, 600
 Springfield: Roxy, Frisina
 Amusement Co., 1,000
 Washington: Bailey Enter-
 prises, 500
 Wauconda: Elm, Elm Thea-
 tre, Inc., 610

INDIANA
Alexandria: Town. Alliance
 Theatre Corp., 600
Alexandria: Alex. R. S. Well-
 ert, 400
Charleston: Foster, Roland
 P. Foster, 448
Fort Wayne: Quimby South-
 west Village, Helen M.
 Quimby Realty Corp., 500
Georgetown: Trolley (no de-
 tails), 300
Lowell: P. A. Byrnes, 400
Muncie: Muncie Theatre
 Realty Corp., 1,000
Williamsport: Zeno, Commu-
 nity Theatre, 400

IOWA
Bettendorf: Iowan, D&S

COLORADO
Boulder: Flatirons, Wilbur Williams & Assoc., 1,115
Colorado Springs: Colorado, Cooper Foundation, 1,300
Cope: Rainbow, David Thomason, 176,
Denver: Westwood, Westwood Theatres, 700
Denver: Fox Intermountain, 1,200
Evergreen: Trail, D. Gates, 250
LaJunta: Mesa, Fox Intermountain
Lakewood: Lakewood, Jeffer-

GEORGIA
Athens: G. H. Martin, 500
Atlanta: Carver, H. G. Spears
650
Bainbridge: Martin, Martin
Theatres, 1,960
Clayton: W. M. Snelson, 800
Harlem: Weldon Whitacker
200
Hazelhurst: Jeff Davis, Stein
Theatres, 1,000
Lavonia: H. J. Ford, 470
McCrea: Gene, Martin-Thomp-
son, 750
Pelham: Interstate Enter-
prises, 500

UP!

UP!

"FATHER'S LITTLE DIVIDEND"

Funnier than "Father of the Bride" and that means a WOW!

UP!

"SHOW BOAT" COMPLETED!

It's all you dreamed! Technicolor Musical Magic!

UP!

"AN AMERICAN IN PARIS"

Biggest Musical since "Annie"! Technicolor Masterpiece!

UP!

"ROYAL WEDDING"

Technicolor Musical World Premiere at the Music Hall!

UP!

"GO FOR BROKE!"

"Battleground's" famed producer and writer have done it again!

UP!

"THE GREAT CARUSO"

One BIG M-G-M Technicolor Musical after another from Leo!

UP!

"PANDORA AND THE FLYING DUTCHMAN"

The Technicolor Gold-Mine! Romance! Thrills! Unique!

UP!

"TERESA"

It will enchant the fans and bring them a NEW star!

—and many, many more!

THE FIRST
with the
M-G-MOST!



YOU . . . are invited to

15th Annual Convention VARIETY CLUBS INTERNATIONAL in PHILADELPHIA • MAY 9-10-11-12

HEADQUARTERS—The Historic BELLEVUE-STRATFORD HOTEL

THE GREATEST SHOW ON EARTH
for The Greatest Showmen in the World!

(P. S. And their Ladies!)

YOUR HOST (Tent 13) promises you the *greatest* convention in Variety history. All plans are set! This is it! Convenient and Historic PHILADELPHIA *will be yours* for these four days!

For REGISTRATIONS, RESERVATIONS,
and TRANSPORTATION . . .

CONVENTION COMMITTEE
Variety Club Tent 13

Bellevue-Stratford Hotel
Philadelphia 2, Penna.

REGISTRATION FEES:

Barkers \$40

Ladies \$20

includes
ALL events

FOR THE SHOWMEN:

Wednesday

1. Registration and "Get Acquainted"
2. FAYE EMERSON SHOW telecast from the Ballroom with you as the audience
3. National League Baseball—PHILLIES vs. PITTSBURGH (Night)
4. BUFFET DINNER DANCE
5. OPEN HOUSE and DANCING until the wee small hours

Thursday

1. Delegates Business Session
2. Luncheon for all Convention Registrants
3. National League Baseball—PHILLIES vs. PITTSBURGH (Afternoon)
4. CANVASMEN'S Annual Dinner
5. Seafood Dinner and Party at Historic OLD BOOK-BINDER'S
6. ROOF GARDEN PARTY with Dancing and Fun.

Friday

1. Delegates Business Session
2. Tour of VALLEY FORGE and dozens of other points of Historic Interest
3. Delegates Luncheon
4. VARIETY CLUB HANDICAP RACE at the Garden State Race Track. Presentation of Variety Trophy by Mrs. Marc Wolf
5. Golf Club Tickets on World Renowned Courses
6. "HEY RUBE" DINNER
7. WORLD PREVIEW of an Outstanding Motion Picture, direct from Hollywood and three months before release
8. Open House for VISITING MOVIE STARS
9. Dancing with—and under—the STARS on the Roof Garden

Saturday

1. Delegates Business Session
2. Luncheon for all Convention Registrants
3. Race Track or Golf in informal groups
4. American League Baseball—ATHLETICS vs. N. Y. YANKEES (Afternoon)
5. MIDWAY BANQUET under the Big Top
6. HUMANITARIAN AWARD during the KEN MURRAY SHOW. Telecast before your eyes from the quiet Room. Outstanding National Figures
7. Roof Garden Party and Dancing 'til exhaustion

... and then only 60 minutes to
"The World's Playground" ATLANTIC CITY
if you want to prolong your
vacation or gain a rest!

FOR THE LADIES:

Wednesday

1. "Get Acquainted"
2. FAYE EMERSON SHOW telecast from the Ballroom with you as the audience
3. National League Baseball—PHILLIES vs. PITTSBURGH (Night)
4. BUFFET DINNER DANCE
5. OPEN HOUSE and DANCING until the wee small hours

Thursday

1. SHOPPING TOUR of Philadelphia's Chestnut Street
2. Luncheon with MORTON DOWNEY
3. National League Baseball—PHILLIES vs. PITTSBURGH (Afternoon)
4. Cocktail Party and FASHION SHOW
5. Seafood Dinner and Party at Historic OLD BOOK-BINDER'S
6. ROOF GARDEN PARTY with Dancing and Fun

Friday

1. Tour of VALLEY FORGE, Kitty Foyle's "Main Line," and dozens of points of Historic Interest
2. VARIETY CLUB HANDICAP RACE at the Garden State Race Track. Presentation of Variety Trophy by Mrs. Marc Wolf
3. Golf Club Tickets on World Renowned Courses
4. WORLD PREVIEW of an Outstanding Motion Picture, direct from Hollywood and three months before release
5. Open House for VISITING MOVIE STARS
6. Dancing with—and under—the STARS on the Roof Garden

Saturday

1. Shopping and Sight-Seeing Tours
2. Special LADIES LUNCHEON and CARD PARTY
3. Race Track or Golf in informal groups
4. American League Baseball—ATHLETICS vs. N. Y. YANKEES (Afternoon)
5. Cocktails, Show and Hickory Broiled Steaks at the famed LATIN CASINO
6. Roof Garden Party and Dancing 'til exhaustion

... and then only 90 minutes to NEW YORK
with Fifth Avenue and its magic
"name" shops if you want
to renew your wardrobe.

LATE

On Friday
ning
Broad
QUEE
DAY pri
plate wi
Stars
special
Convention.
8 BIG PRIZ
ning with a
ply of HOS
LINGERIE—OF C
—OF CHEESE
with A FREE TRI
HOLLYWOOD w
penses paid.

HURRY! HURRY! HURRY!

OVER 1000 ARE EXPECTED . . . AND
RESERVATIONS ARE CLOSING FAST



A WISCONSIN manager, determined to show his young clientele what the score was, placed a slashed theatre seat in the lobby, and had a sign made showing how it happened, how much the seat cost, what effort was required to remove the seat, etc. It is said to have had a good effect.

★

IT'S just as well that 20th-Fox has decided to change the title of "U.S.S. Teakettle." Chances are some folks would think this was another picture with "Ma and Pa Kettle."

★

A WESTERN star is currently working the south with a novel act. He aids his female assistant in a semi-strip through the use of his whip.

★

THE GOVERNMENT has officially declared that there is a shortage because of "current heavy demand" for coins, been caused in part by sales taxes, carfares, tips, and the like, with pennies particularly scarce. Many industryites seem to have been aware of the shortage for some time, considering the way they have been complaining about business.

★

IT was probably a coincidence but the first film shown to a group at a reactivated army camp was "A Yank In Korea."

★

IT PROBABLY would have made national headlines if it had been shown in a movie but the death of a high school student which was attributed to his seeing an actor play "Russian Roulette" over the TV lanes didn't seem to get that sort of newspaper attention.

—H. M. M.

I N D E X

VOL. 45, No. 19

MARCH 14, 1951

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THE COVER PHOTO

On the coast, Los Angeles' Mayor Fletcher Bowron congratulates Monogram President Steve Broidy upon the company's recent "Monogram Week."

EXHIBITOR

VOL. 45, No. 19



MARCH 14, 1951

All Eyes On Philadelphia

JUST about two months from now, the eyes of the industry will be turned to Philadelphia, where the 15th annual convention of Variety Clubs International will be held from May 9-12 at the Bellevue-Stratford Hotel.

It is to be expected, of course, that each convention is the greatest but this year one can believe the Quaker City tent when it declares that the meeting will top all others.

ABOUT a decade ago, Philadelphia was the scene of another annual meeting of the body, and many Variety Club barkers still remember the gala festivities in the third largest city in the country.

THE four-day schedule of events is complete in every detail. It not only includes the usual run of such things but it will be topped by the national TV broadcast of the presentation of the annual Humanitarian Award, giving signal recognition to Variety Clubs International as well as to one of the nation's leaders.

THE COMMITTEE in charge of the affair plans a full program for barkers and wives, and practically every minute of the four days will be allocated to business and entertainment that will ever be remembered by those who attend.

THERE ARE more than 10,000 members in Variety Clubs International. If advance indications serve as a barometer, there will be a goodly portion of them on hand in Philadelphia when the big meeting starts on May 9.

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ON THE COAST, ACTOR LEO GORCEY AND PRODUCER JAN GRIPPO CHECK "MONOGRAM WEEK" PLAYDATES FOR THE "BOWERY BOYS" SERIES.

Monogram Reaches Its Goal

During The Recent Company Drive, The Organization Came Through

AT Monogram the emphasis has long been on "family" entertainment, so perhaps it was more than coincidental that a strong spirit of family cooperation within the company itself was manifested when Feb. 11-17 was set aside as "Monogram Week," and branch personnel across the country went all out to establish new sales records for the company.

With the ambitious goal of having at least one Monogram feature on each of the nation's screens during the drive, all pitched in to help set an impressive total of Monogram playdates.

While sales drives are a familiar incentive in the industry, the Monogram campaign was especially noteworthy by virtue of the intense effort expended throughout the organization within the seven-day period, and, more important, through the outstanding results achieved. At the conclusion of the week, Steve Broidy, who has been with the corporation for 17 years

of its two decades of progress, and president since 1945, expressed his gratitude to the theatremen whose cooperation made the drive successful. "The outstanding results attained during 'Monogram Week' have established new records for the company," he said. "The spontaneous outpouring of cooperation and goodwill on the part of all exhibitors, from the smallest independent on up to the biggest circuits, has proven most heartwarming to all of us.

"The return was limited only by the number of useable prints in our exchanges. All-time highs were set both in the number of shipments made and billings recorded during 'Monogram Week.' We are grateful indeed."

With such solid family fare as "County Fair" and "Rhythm Inn," plus a full slate of westerns and series features to merchandise, the company was assured of a substantial amount of pre-selling by the

proved favorites, and with the incentive of the "Monogram Week" drive, billings soared.

Not only were all the prints of Allied Artists and Monogram, which were made available, booked solidly throughout the country, but the older subjects, like the combination bill of "Dillinger" and "The Gangster," were given wide playoffs during the campaign. In addition, the response to the "Little Rascals" reissues of one- and two-reel comedy subjects contributed greatly in making the drive a notable one.

Impressive was the effect of the campaign on Monogram business for a three-week period, rather than on merely the week of the drive. Billings began to rise appreciably even as preparations for the campaign got under way, and continued considerably higher than usual a week after the drive under the impetus of the intense sales effort.



Like all of the company's other exchanges, the Philadelphia Monogram office was decorated with special banners and posters to call attention to "Monogram Week." Branch manager Max Gillis is seen with one of his staff.



Howard Stubbins, coast franchise holder; actress Jane Nigh, Cullen Espy, Fox West Coast film buyer, and branch manager M. J. E. McCarthy are on hand at the Los Angeles branch to watch "Monogram Week" bookings.



Miss Nigh watches as Spyros Cardas, Fox West Coast district manager, books "Monogram Week" features at the Los Angeles exchange, while interested observers of the proceedings are McCarthy and Stubbins. Enthusiasm throughout the organization marked the Monogram campaign.



Planning "Monogram Week" activities at the San Francisco exchange are west coast sales manager Mel Hulling, Earle Williams, Royal Amusements, Ltd., Honolulu; branch manager Jim Myers, Gerald Hardy, president, Westland Theatres, Nevada and California, and booking manager Clint Mecham.



Pictured at Monogram's New York City exchange, which also was decorated to herald "Monogram Week," are staff members, from left to right: Etta Segall, Jack Farkas, Jack Safer, Ethel Israel, Dorothy McDonough, Frances High, Jack Graver, Sarah Kramen, Irving Mandell, Rita Salgado, and Meyer Solomon.

Mel Konecoff's NEW YORK

KROGER BABB, distributor of exploitation features and president, Hallmark Productions, was in recently to discuss future bookings of his product at the Criterion. Hallmark made two features last year, and will make three this year and probably four next year. There is also some possibility of producing several films for release through RKO or United Artists but this is just in the talking stage.



KONECOFF

The Criterion has agreed to show three of his films, and if these do well, expansion of the deal may be in the works. Booked are "Prince Of Peace", March 23; "One Too Many", July, and the world premiere of "Secrets Of Beauty" in August, the latter premiere already having been sold out to a hairdresser and cosmologists' convention at advanced admissions.

Babb, who made, and released, "Mom And Dad", reported that since its release in 1945, it has been seen by 55 million patrons, it has grossed 19 million dollars at the boxoffice, it has been banned in five states (New York, Pennsylvania, Maryland, Kansas, and Ohio), it has been tested in court in 400 cases, and has yet to lose a decision. It can outgross any picture anywhere, Babb says, which is pretty good for a film that cost \$67,000 to make.

Babb claims that his unorthodox method of distributing has paid off not only for himself and his employees, who have a chance to invest and share in the profits, but for exhibitors who have gone along with his campaigns. He firmly believes that a picture be sold to the public before and during a booking, and he and his staff supervise nearly all the operations.

TALK ABOUT THE FUTURE: Bernard Kranze, newly appointed ELC vice-president in charge of distribution, held his

first press conference, and announced the promotion of Milton E. Cohen to general sales manager, the release of 13 pictures over the next three months, that "Oliver Twist" is to be released regularly in April, the establishment of an art division within the sales organization to work on those films made abroad which best fit into art or specialty houses, the policy of promoting from within the ranks whenever feasible, that three to four years should lapse from the time a feature is released to the time that it is made available for television, and that ELC has not nor will it sell directly to television stations. However, he said that it has no control over the actions of its producers once contracts with them lapse.

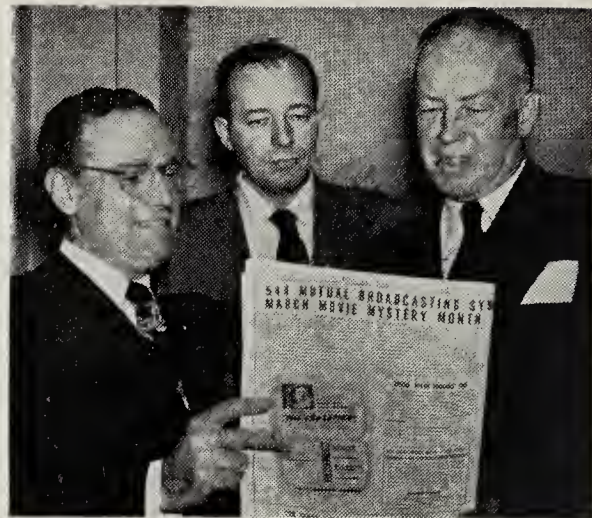
Features set for release include "My Outlaw Brother", "Circle Of Danger", "Skipalong Rosenbloom", "Badman's Gold", "The Long Dark Hall", "Oliver Twist", "When I Grow Up", "Volcano", "Fighting Rebels", "Cairo Road", "Hoodlum", "Two Guys And A Gal", "Cloudburst", "Revenge", and "Pardon My French."

ROSE DEPT.: David E. Rose, producer, with headquarters in England, announced prior to returning to England that he would probably complete three films this year. The properties will each star one American top personality. Thus far, he has contracts with Ray Milland, Linda Darnell, and Joan Fontaine. The Darnell film, tentatively entitled "God's Little Island," will be filmed in Jamaica, BWI, starting in June, while the feature with Milland will roll in the summer.

Rose makes features wherever feasible depending upon the story concerned. Particular care is taken to insure the widest possible appeal by proper story selection as well as enhancing the show with top American stars with the latter usually participating in the profits to some extent. Rose also hopes to make three films next year, and one of these may be a Victor Herbert musical.

The former managing director for Paramount in England wants to release his films only through independent releasing organizations. He is presently releasing "Eye Witness," with Robert Montgomery, through ELC, which also releases "Circle Of Danger," with Milland. If arrangements are completed, Milland may make a month's tour of key cities.

(Continued on page 11)



William Fineshriber, vice-president in charge of programs, Mutual Broadcasting System; Harold Coulter, director of advertising and promotion for the network, and Andy W. Smith, Jr., vice-president and general sales manager, 20th Century-Fox, are seen in New York on the recent occasion of Smith's special broadcast over 544 Mutual stations from coast to coast announcing details of the selection of "The 13th Letter" as Mutual's first "movie mystery of the month."

"Royal Wedding" Big In Broadway Bow

NEW YORK—The Radio City Music Hall, with "Royal Wedding," the Strand, and Astor led among the Broadway first-run grossers last week with business about fair in the rest of the spots. According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"STORM WARNING" (WB). Strand, with stage show, garnered \$30,000 on Friday, Saturday, and Sunday, with the second week expected to hit \$58,000.

"MOLLY" (Para.). Paramount, with stage show, announced a \$50,000 opening week.

"THE 13TH LETTER" (20th-Fox). Rivoli reported \$12,000 for the third week.

"U.S.S. TEAKETTLE" (20th-Fox). Roxy, with stage show, claimed \$39,000 for Friday, Saturday, and Sunday, with the last five days of the third week sure to top \$46,000.

"ROYAL WEDDING" (MGM). Radio City Music Hall, with Easter stage show, opened to \$91,000 from Thursday through Sunday, with the opening session heading toward a very good \$145,000.

"TARGET UNKNOWN" (U-I). Criterion was down to \$6,000 for the last three days of the second week.

"NO ORCHIDS FOR MISS BLANDISH" (Alliance). Globe did \$12,000 on the third week.

"BORN YESTERDAY" (Col.). Victoria announced the 11th week at \$21,000.

"FOURTEEN HOURS" (20th-Fox). Astor had a good opening week of \$25,000.

"TOMAHAWK" (U-I). Loew's State expected the fourth week to hit \$14,000.

"THREE GUYS NAMED MIKE" (MGM). Capitol, with stage show, announced the second week at \$38,000.

Col. Sets Service Policy

NEW YORK—Columbia announced last week that it has instituted a policy of granting military bonuses to employees with six months tenure. Retroactive to Jan. 25, the rate structure calls for two weeks' salary to employees leaving for military duty after six months' service with the company, and four weeks' salary for those who leave after one year with Columbia. The maximum grants will be \$200 for those with six months with the company and \$400 for those with a year's service.

WE-UNS ARE MOVIN'! WILL YOU PLEASE CHANGE YOUR RECORDS?

On or about APRIL 1, 1951 the General Publishing Offices of JAY EMANUEL PUBLICATIONS, INC. (Exhibitor—Theatre Catalog) will move from their old location at 1225 Vine Street to new and greatly improved air-conditioned facilities at—

246-248 N. CLARION* STREET, PHILADELPHIA 7, PA.

*First Street West of 13th Street and the second property South of Vine Street

P.S. Next time you are in Philadelphia we hope you'll drop in to look around



...AND
RIGHT
BEHIND
"BORN
YESTERDAY"

*the picture
with legs!*



Columbia has..



Save
extra
time
for JUDY

and
plenty more
for
RUDY!

COLUMBIA PICTURES presents

VALENTINO

COLOR BY
TECHNICOLOR

An **EDWARD SMALL** Production
starring

ELEANOR PARKER
ANTHONY DEXTER

with **Richard Carlson · Patricia Medina · Joseph Calleia** · Written by **George Bruce**
Produced by **EDWARD SMALL** · Associate of Producer—**Jan Grippio** · Directed by **LEWIS ALLEN**

Pre-release
engagements in
SAN FRANCISCO,
CINCINNATI,
PHOENIX,
SPRINGFIELD, Mass.,
all great! Better hop
on that Easter
bandwagon now!

"THERE'LL BE A LONG WAIT

FOR ALL SEATS..." WITH

Columbia

New UA Slate Headed By Krim

NEW YORK—The full slate of new United Artists' officers was announced last week as follows: President, Arthur B. Krim; vice-president in charge of distribution, William J. Heineman; vice-president and national director of advertising, publicity, and exploitation, Max E. Youngstein; vice-president and general counsel, Seymour M. Peyser; vice-president, Gradwell Sears; secretary, Seward I. Benjamin; treasurer, H. J. Muller; assistant secretaries, Lloyd Wright and Muller, and assistant treasurers, H. A. Weimer and Benjamin.

Full speed ahead, coupled with full confidence in the United Artists' sales organization, were the keynotes of Heineman's first communication to the entire UA personnel as he took over as vice-president in charge of distribution.

Heineman pointed to the expressions of goodwill and cooperation that have poured into the company from leading exhibitors throughout the nation as proof of the sound position of United Artists in the industry. He also pointed to the fact that leading independent producers are rallying to the UA banner.

A move designed to strengthen the confidence of the banks and of other financial institutions in independent film production was made by Krim, who notified all producers with pictures in current release that a new arrangement to keep their rental return "in trust" has been made with the Walter E. Heller Company of Chicago. The step was designed not only to provide greater security for active UA producers, but to create a fairer financial climate for them and for all independent producers.

Disbursements will be made only with countersignatures by a representative of both companies, insuring that the producers' share of rentals cannot be used for any other purpose.

In accepting this "trust" arrangement, the Heller Company, however, assumes no responsibility for the preparation of the accountings of the disbursements, nor for its distribution in proper proportion to the various parties entitled to share in it. This responsibility, which has always been United Artists', remains with the distributing company.

Eastman Upped By ELC

NEW YORK—B. G. Kranze, ELC vice-president in charge of distribution, announced last week the appointment of Clayton Eastman as eastern division manager.

Kranze later announced the appointment of Joseph M. Sugar as his assistant. Sugar entered the industry in 1936 as a member of the sales department of Republic. He joined the armed forces in 1942, and, upon his honorable discharge, became manager, PRC contract department.

Fromkess Sets Meeting

HOLLYWOOD—Leon Fromkess last week announced that an organizational meeting at which he and 16 former PRC franchise holders will complete the agreement under which he will launch a new production-distribution company, United Pictures, will be held at the Stevens Hotel, Chicago, on April 15-16.



In New York City, Bernard G. Kranze, right, new vice-president in charge of distribution, Eagle Lion Classics, congratulates Milton E. Cohen on his new title of general sales manager.

Tradesters At College TV Meet

CHICAGO—Robert O'Brien, United Paramount Theatres, and Nathan Halpern, Fabian Theatres and TOA, last week appeared before the television committee of the National Collegiate Athletic Association to outline the main points of theatre television as used by theatre circuits last year for Big Ten games and other contests, and to discuss the possibility of NCAA making available its college football games for theatre telecasts this year.

NCAA spokesmen indicated that the committee was seriously considering theatre television and other "pay" arrangements such as Phonevision and Skiatron.

Jacob Segal Mourned

NEW YORK—Funeral services for Jacob Segal, 56, vice-president and treasurer, Columbia Pictures International Corporation, were held last fortnight.

Segal, whose office was in London, became ill several months ago.

MPAA Sessions March 26

NEW YORK—The annual meeting of the Motion Picture Association of America last week was scheduled for March 26.

Konecoff

(Continued from page 8)

THE METROPOLITAN SCENE: Harry Mandell, RKO Theatres' national director of advertising, publicity, and exploitation, was on a tour of circuit houses. . . . Leon Roth was promoted to assistant publicity manager to Al Tamarin at United Artists. A good man. . . . Louise Weyhrauch, girl Friday through Thursday to Max Youngstein at ELC and Paramount, joined him in a similar capacity at United Artists. . . . Tide magazine contains a four-page story and layout on Walt Disney's advertising and promotion policies, "How Walt Disney Sells Fairy Tales." Disney and his famed characters are also to be found on the cover. . . . Director Rudolph Mate is enroute to France to prepare for the filming of "The White Road," starring Glenn Ford and Geraldine Brooks. . . . Joan Bennett is back on the coast after some TV appearances. . . . A lemon-drop guessing contest got under way for the opening of "The Lemon Drop Kid" at the Paramount, and all contributions will go the Damon Runyon Fund. . . . The National Board of Review of Motion Pictures will hold its 42nd anniversary conference on April 5 and 6. . . . Okeh pressbooks are out on "M", "Pick-Up", "The Redhead And The Cowboy", and "Trio."

Canadian Exhibitor Praised

MONTREAL—"Sincere appreciation" of the rôle of exhibitors in promoting anti-cancer work during 1950 was voiced in a letter from Dr. Jonathan C. Meakins, president, Canadian Cancer Society, to Fred C. Dillon, executive director, Canadian Motion Picture Distributors Association, last week.

In the board's discussions, special mention was made by name of a number of Canadian film executives who had shown deep personal interest in the anti-cancer crusade, including J. J. Fitzgibbons, president, Famous Players Canadian Corporation; N. S. Robertson, director, Famous Players, and Gordon Lightstone, president, Canadian distributors' group.



Seen at the recent Allied Independent Theatre Owners of Wisconsin regional meeting at the Hotel Lorraine, Madison, Wis., were, left to right, seated, C. L. Baldwin, Gem, Gillett; J. Goderski, Howell Theatres, Inc., Milwaukee; vice-president S. J. Goldberg, Hollywood and 29 Drive-In, Wassau; President Ben Marcus, S and M Theatres, Oshkosh; treasurer A. M. Spheeris, Towne, Milwaukee, Keno Family Drive-In, Kenosh, and Walworth, Walworth; Floyd Albert, Strand, Mount Horeb; L. V. Bertgold, Westby, Westby, and Welcome, Cashton; standing, second row: Mrs. J. Berthauser, Welcome, Cashton; Mrs. L. V. Bertgold, Westby, Westby, and Welcome, Cashton; Fred Linehardt, New Glarus, New Glarus; Mrs. Fred Linehardt; T. J. Watson, Blanchard, Blanchardville; Mrs. Ervin Morris, Muscoda, Muscoda; Mrs. Joe Malits, Myra, Palmyra; Joe Malits; Carl Willihnganz, Plainfield, Plainfield, and Hancock, Hancock; Austin Hostetler, Westfield, Westfield; J. Bethauser, Welcome, Cashton; Irene Preston, assistant to the executive secretary of the association, and Mrs. Floyd Albert, Strand, Mount Horeb; and, standing, third row: L. Beltz, Grand and Midway, Wausau; Ralph Farrington, Fort, Montford, and Fenway, Fennimore; Harold Pearson, executive secretary of the association; E. Morris, Muscoda, Muscoda; T. Les, Lake, Lake Mills; G. Schwartz, Rialto, Nekoosa; V. H. Wilson, Classic, Waupun, and H. Ringling, Ringling and Juliar, Baraboo.

National Theatres Pledges Defense Aid

NEW YORK—Full cooperation of the 450 theatres and staffs of National Theatres Amusement Company with all civil defense activities in the present national emergency was pledged last week to city, state, and national defense authorities, it was announced by Charles P. Skouras, president.

The pledge came in the form of a resolution adopted at the conclusion of the circuit's annual four-day convention held in National Theatres' home offices.

The delegates, representing houses in 19 states in which National Theatres operates, in the resolution, outlined the following six-point program:

1. To stand ready to offer their full cooperation in local activities in behalf of defense measures when called upon by civic and state officials of their communities.
2. To make such theatres as are structurally suitable available for emergency shelters and first-aid stations.
3. To make theatres available to official groups holding defense meetings during non-operating hours.
4. To cooperate with civil defense officials in dissemination of public information through presentation of official motion pictures and announcements.
5. To train all theatre personnel in first-aid procedure.
6. To aid the Red Cross Blood Bank, USO, Community Chest, savings bond sales, and related patriotic events.

20th-Fox Gets Extension

NEW YORK—Federal court last week approved an extension until April 1 for 20th Century-Fox to file its plan for divorce with the Department of Justice. The extension also gives 20th-Fox until the same date for final dissolution of its interest in Golden State Theatres. The previous deadline for this was March 15.

Salesmen's Exemption Asked

NEW YORK—David Beznor, general counsel, Colosseum of Motion Picture Salesmen of America, last week wired Eric A. Johnston, administrator, Office of Economic Stabilization, asking that film salesmen be exempt from any wage freeze, and that immediate relief is necessary to permit freedom of collective bargaining.



Dr. Herbert T. Kalmus, left, president-general manager, Technicolor Motion Picture Corporation, recently received on the coast from Harry C. Arthur, president, Fanchon and Marco, the special boxoffice winner award voted unanimously to Technicolor by the managers of the Fanchon and Marco Circuit for contributing immeasurably to motion pictures in the many years of its service.

Training Centers Discussed In N. J.

NEW YORK—At the meeting of Allied Theatre Owners of New Jersey last week, a plan to set up instruction centers to train theatre personnel in the handling of children was advanced by Irving Dollinger. A measure before the legislature calls for such personnel in houses, and as a result some theatres would be used for training and exchange of information.

A convention committee to handle the National Allied sessions here on Oct. 28-Nov. 1 will be announced soon.

President Wilbur Snaper and Dollinger will represent the body on the enlarged COMPO board, with Snaper on the COMPO executive committee.

Attorneys for the unit are studying effects of extended key city runs on subsequent-runs, it was revealed.

Ontario Tax Cut Seen

TORONTO—An early reduction in Ontario's 15 per cent amusement tax to 12½ per cent, probably effective on April 1, was announced last week in the budget message of Premier L. M. Frost.

Admission tax revenue for the past fiscal year was \$6,400,000, and the Ontario government head estimated that provincial admissions tax receipts for the next 12 months would be \$6,000,000, despite the reduction.

PEOPLE

NEW YORK—Two MGM salesmen have been promoted to branch manager posts, and two branch managers have been elevated to more important branch areas under a realignment to become effective on March 19, according to an announcement last week by William F. Rodgers, vice-president and general sales manager. The two salesmen are Vincent Flynn, working out of the New York branch, and George J. Fisher, Dallas. Flynn has been given charge of the company's branch in Omaha. He succeeds William Gaddoni, assigned to take over the operations of the Kansas City branch. Fisher will take over the Oklahoma City territory supervision, replacing H. Russell Gaus, promoted to manager of the Atlanta branch. Al L. Adler, handling Kansas City branch for the past several years, was relieved of the full responsibility of the office at his doctor's request. He will continue there as assistant to Gaddoni. In Atlanta, Gaus succeeds Ansley B. Padgett, who resigned.

NEW YORK—Ben Kalmenson, Warners' vice-president in charge of distribution, last week announced the promotion of Peter DeFazio from branch manager in Buffalo to the branch managership of the company's exchange in Washington, D. C., succeeding Fred Beiersdorf, resigned. At the same time, Kalmenson announced the promotion of Mathew V. Sullivan, salesman in Buffalo, to the post of branch manager in that city.

NEW YORK—Max E. Youngstein, vice-president and national director of advertising, publicity, and exploitation, United Artists, last week announced the appointment of Leon Roth as assistant publicity manager to Alfred H. Tamarin.

NEW YORK—Ed Rugoff, president, Metropolitan Motion Picture Theatre Association, was last week appointed the liaison between the Office of Civil Defense and city exhibitors. He succeeds Max A. Cohen, resigned.

NEW YORK—Ed Svigals, formerly with Superfilm Distributing Company, joined Scalera Film Distributing Company as general sales manager last week.

CHICAGO—A. H. Fisher, branch manager, Republic, was promoted last fortnight to Chicago district manager at the company's sales meeting.

Wolf Resumes VC Tour

INDIANAPOLIS—Marc Wolf, Variety Clubs International Chief Barker, on March 20 will resume his national tour of the organization's tents.

First stop will be Minneapolis, where he will participate in the dedication ceremonies of the Variety Heart Hospital on the grounds of the University of Minnesota. In St. Louis, he will be guest of honor at a tent luncheon on March 26. From there he continues on to Oklahoma City for a meeting with the Variety Club of Oklahoma on March 27. From Oklahoma City he flies to Miami, Fla., where he will handle the induction of the 1951 officers and crew.

On the return trip, Wolf expects to stop off in Philadelphia for another meeting with the 1951 convention committee, Tent 13.



With UA reorganization about completed, producers releasing through the company last week informed the press of their plans under the new setup, and S. P. Eagle, left, producer of "African Queen," is glimpsed at a press conference in his suite at a New York City hotel, while at right, shown at a trade press luncheon at the Stork Club, are Irving Rubine, vice-president, Stillman Productions; Robert Stillman, producer, "The Sound of Fury" and "Queen for a Day" for UA, and Max E. Youngstein, new UA officer.

Para. Division Men Discuss Product

NEW YORK—The Paramount division sales managers' meeting was extended an extra day last week to permit a fuller discussion of company product to be released through the end of the year. The program also included a detailed account of merchandising plans and a talk by Adolph Zukor, chairman of the board, Paramount Pictures Corporation.

A. W. Schwalberg, President, Paramount Film Distributing Corporation, announced changes in the release schedule: "Passage West," originally set for June distribution with "Dear Brat," has been moved back to July. In its stead, Paramount will release in June two reissues. The July program will now consist of "Ace In The Hole" and "Passage West." "Warpath" has been pulled out. To the August list, "A Place In The Sun" and "That's My Boy," Paramount has added "Crosswinds."

Schwalberg was followed by Russell Holman, eastern production head.

Later, Joseph Hazen, president-treasurer, Hal Wallis Productions, pointed up the audience appeal of the forthcoming Wallis pictures for Paramount. A general review of the short subjects situation and promotion plans was presented by Oscar A. Morgan, general sales manager, short subjects and Paramount News.

The overall merchandising of features and shorts was discussed by Jerome Pickman, acting director of national advertising, publicity, and exploitation, who promised a stepped-up effort. Sid Blumenstock, advertising manager, went into the advertising details.

The meeting was wrapped up by special reports by Ted O'Shea, vice-president, and by the division managers in attendance, Hugh Owen, eastern and southern; Duke Clark, south-central; J. J. Donohue, central; Howard Minsky, mid-eastern, and George A. Smith, western.

The division managers and home office executives also attended a sneak preview of "That's My Boy."

MPIC, VC Okeh By-Laws Change

NEW YORK—The Motion Picture Industry Council of Hollywood and the Variety Clubs International have ratified the changes in the by-laws of the Council of Motion Picture Organizations voted last month, according to word received this week by Arthur L. Mayer, COMPO executive vice-president. Art Arthur, executive secretary, MPIC, wired Mayer that the Hollywood organization's ratification vote was unanimous. Word of Variety Clubs' approval was sent by Robert J. O'Donnell.

"God Needs Men" Honored

ZURICH—The International Catholic Film Office last week awarded 20th Century-Fox its diploma for "God Needs Men" (Dieu A Besoin des Hommes) as the film considered to have contributed most to the spiritual and moral uplift of humanity this year. "God Needs Men" has already received the international prize awarded by the Italian Government.

"God Needs Men" is being distributed in the United States by AFE Corporation. 20th Century-Fox is distributing the film outside the United States.



Robert J. Rubin, former general counsel, Society of Independent Motion Picture Producers, was recently appointed as assistant to President Barney Balaban, Paramount Pictures Corporation.

Gloria Swanson Honored

PUNTA DEL ESTE, URUGUAY—Gloria Swanson, star of Paramount's "Sunset Boulevard," was honored for the best performance by an actress in 1950 at the first International Film Festival last week. The grand prize for the best film of the year was awarded to the Italian picture, "Tomorrow Is Too Late," produced by Giuseppe Amato.

"Gerald McBoing Boing," Columbia cartoon, was voted the best short. Josephine Hull, in U-I's "Harvey," received the award for the best supporting acting performance, and Juano Hernandez, in MGM's "Intruder In The Dust," was voted the best supporting actor.

Also winning were: Michael Simon, best male performance, in "The Beauty And The Devil," French; Michaelangelo Antonioni, best director, "The Story Of A Love"; "Tomorrow Is Too Late," best screen play,

Kranze, Cohen Upped In ELC Changes

NEW YORK—William C. MacMillen, Jr., president, Eagle Lion Classics, last week announced the appointment of Bernard G. Kranze as vice-president in charge of national distribution.

Kranze, in turn, announced the appointment of Milton E. Cohen as general sales manager.

Col. Int. Men Realigned

NEW YORK—A number of important shifts among Columbia Pictures International personnel in the field were revealed last week.

Nick Pery, for a number of years managing director in Australia and supervisor of several Far Eastern territories, becomes European sales manager, serving under Lacy Kastner, managing director and general supervisor of all Continental European operations. Leroy Brauer, formerly supervisor in the Near East and India and recently a member of the European organization, succeeds Pery as managing director in Australia and supervisor of the territories up to now supervised by Pery. William Levy, who also has been serving in Europe with headquarters in Paris, is named assistant to Max Thorpe, managing director in Great Britain and Eire.

Morris Goodman, formerly in charge of distribution of foreign pictures in the United States, joins Kastner's staff in Europe, and assumes supervision of the countries formerly handled by Brauer.

Italian; best photography, "Musolino, The Bandit," and best sound, "Seven Days To Noon," British.

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WHAT DOES SCIENCE KNOW ABOUT IT?
WHAT DOES *ANYONE* KNOW ABOUT...

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THING
from Another World!

HOWARD HAWKS' *Astounding* MOTION PICTURE

R K O
RADIO
PICTURES

Ads like this are appearing in 58 National Magazines and 93 Sunday Newspaper Supplements totaling 185,761,000 circulation.

This Was The Week When . . .

RKO "Ned Depinet Drive" captains started their third tour of branch offices in their respective divisions. . . . A teaser campaign was announced for "The Medium" on a national scale. . . . U-I's "Up Front" was set for more than 400 coast-to-coast dates next month, with the world premiere at Loew's State, New York, on March 24. . . . "Republic Week" was celebrated in London incidental to the opening of Republic House. . . . 20th-Fox's "Bird Of Paradise" was set for more bookings over the Easter holidays. . . . U-I top executives held meetings at the coast studios to map releasing plans. . . . MGM revealed an exclusive arrangement with Knickerbocker Textiles for the use of the title, "Quo Vadis," for special rayon, cotton, and orlon fabrics created for the fall market.

Paramount announced retail store tie-ups with S. H. Kress and Company for "The Lemon Drop Kid." . . . Special press-books prepared by the Mutual Broadcasting System, detailing cooperative campaigns for 20th-Fox's "The 13th Letter" and "Movie Mystery Month," were sent to Mutual stations. . . . MGM announced that it would release 18 pictures for the five months beginning on March 9, of which eight will be in Technicolor.

The 1951 "P. R." sales drive of the foreign division of RKO, honoring vice-president Phil Reisman, started . . . A personal appearance tour of Thelma Ritter, in Paramount's "The Mating Season," got under way in Boston, to end in Chicago after covering Philadelphia and Washington.

RKO announced that 32 of its former employees are in the armed forces, including one woman. . . . 20th-Fox set two mass saturation premieres for "Rawhide" in the St. Louis, Kansas City, Des Moines, and Minneapolis areas, in addition to Los Angeles.

Columbia decided to extend the personal appearance tour of Anthony Dexter, star of "Valentino," to other cities with the dates timed to openings of the film.

20th-Fox announced that it was changing "U.S.S. Teakettle" to "You're In The Navy Now," for April release. . . . A traveling exhibit for "David And Bathsheba" was revealed by 20th-Fox, interpreting the story as expressed in famous Bibles published since the 15th century. . . . U-I set a tieup with the U. S. Treasury savings bonds division for "Up Front," with 50,000 posters to be distributed.

O'Hara Meets Ad Executives

NEW YORK—Joyce O'Hara, acting executive director, MPAA, last week met with advertising-publicity executives of member companies to discuss defense of the industry, should it be advisable during the reopened investigation of Hollywood personalities by the House Un-American Activities Committee.

Trade Mourns Death Of Louis S. Lifton

HOLLYWOOD—The trade last week mourned the passing of Louis S. Lifton, 51, advertising and publicity director, Monogram Pictures Corporation and its subsidiary, Allied Artists, who died on March 10 in Cedars of Lebanon Hospital. He had undergone an operation for a brain tumor.

Born in New York, Lifton was graduated from the Columbia Graduate School of Journalism in 1920. While at Columbia, he was national president, Pi Lambda Phi, Jewish fraternity, and worked as a reporter on The Brooklyn Eagle and on The Brooklyn Times before going to Paris as correspondent for The Chicago Tribune.

He returned to New York to join the Metro advertising and publicity department. He subsequently was an advertising executive for Educational Pictures, World Wide Pictures, British International Films, and Liberty Pictures. He was also talent chief for Republic. In 1936, he joined Monogram as advertising director.

He leaves his wife, Mrs. Lillian MacLellan Lifton; his parents, a brother, and three sisters.

Doylestown, Pa. House Files Anti-Trust Suit

PHILADELPHIA—In an action filed in U. S. District Court last fortnight by the Key Theatre Corporation, which operates an 824-seat house outside Doylestown, Pa., against Charles Kahn, owner, County, Doylestown, Pa., Claude J. Schlanger and Lester Krieger, alleged to be lessees of property; Paramount, RKO, Warners, Columbia, U-I, Loew's, Inc., 20th-Fox, and Ted Schlanger, zone manager, Stanley-Warner Theatres, Philadelphia, and father of Claude Schlanger, a total of \$225,000 is asked under anti-trust statutes, \$75,000 from Kahn for alleged false reports, and an additional \$75,000 from Kahn, County Theatre Company, Krieger, and the two Schlangers.

RCA Ups O'Brien

CAMDEN, N. J.—J. F. O'Brien was named sales manager, RCA theatre, film recording, visual, and sound divisions, it was announced last week.

Boudouris Heads Ohio Drive-In Group

COLUMBUS, O.—Al Boudouris, Tower Auto Theatre, Elyria, O., was last week elected president, Ohio Drive-In Theatres' Association, at the spring meeting. Horace Shock, owner of drive-ins at Delphos and Van Wert, was chosen vice-president; Mrs. Ethel Miles, Columbus, secretary, and Jack Armstrong, Schwyn Theatres, Delphos and Portage, treasurer.

Members of the board, increasing the membership to 15, including officers, are: Lou Ratner, Cleveland; Paul Swingle, Dayton; Carlos Crum, Lancaster; Ken Veach, Uhrichsville; Horace Adams, Cleveland; Frank Nolan, Athens; Jim Dempsey, Toledo; Ray Watts, Delaware; Frank Yassenoff, Columbus; Eddie Rabb, Akron, and Jack Steadman, Marietta.

The tax committee was reaffirmed. Members include Mrs. Miles, Crum, Yassenoff, and Shock. Opposition to the proposed township trustees' three per cent admissions tax, the proposal to reinstate the state three per cent admissions tax was voiced, and members agreed to fight for the enactment of House Resolution 20 which would make Eastern Standard Time mandatory in Ohio. Member theatres were assessed \$100 for campaign expenses.

Livingston Heads Neb. Group

GRAND ISLAND, NEB.—Robert Livingston, Lincoln, Neb., was last week elected president, Nebraska Theatre Owners Association. Other officers are: William Miskell, Omaha, vice-president; Ralph Falkenburg, Lexington, treasurer, and Avis Rutherford, Grand Island, secretary. Named to the board of directors were: Howard Kennedy, Broken Bow; Ralph Ayre, Lincoln; Mons Thompson, St. Paul; Wallace Kemp, Grand Island, and Bill Ostberg, Scottsbluff.

Admissions Drop Seven Per Cent

WASHINGTON—An estimated \$1,320,000,000 was grossed by the nation's theatres last year, about seven per cent below the \$1,430,000,000 taken in during 1949, it was reported last week on the basis of admissions tax collections announced by the Bureau of Internal Revenue. Admissions tax collections for the year totaled \$347,390,757, with an estimated 76 per cent of the total coming from film houses. The collections totaled \$374,374,696 in the previous year.



Seen at the Paramount division managers meeting held at the home office in New York City recently are, from left, Jerry Pickman, acting national director of advertising, publicity, and exploitation; James J. Donohue, central division manager; Howard Minsky, mideastern division manager; Duke Clark, south central division manager; A. W. Schwalberg, president, Paramount Film Distributing Corporation; E. K. O'Shea, vice-president; Hugh Owen, eastern-southern division manager; George A. Smith, western division head, and, seated, Oscar A. Morgan, general sales head, shorts subjects and Paramount News.

Wage Stabilization Board Rules On Artists' Salaries

WASHINGTON—The Wage Stabilization Board last week issued a staff interpretation allowing the industry to follow the salary pattern as to enumerated artists' categories until the WSB hands down more details on the regulations.

Contracts entered into before Jan. 25 as to agreements made after Jan. 25 may be followed on a case-by-case basis. However, the WSB may revoke such authority, in which case the salary payments made would not be affected. The ruling was sent to the SSG, SWG, MPAA, AMPP, and SAG.

TRADE SCREENINGS

MGM—"Soldiers Three" (Stewart Granger, Walter Pidgeon, David Niven, Greta Gynt) in all exchange centers on March 15 except New York; "The Painted Hills" (Lassie, Paul Kelly, Bruce Cowling) (Technicolor), in all exchange centers on March 22; "Go For Broke" (Van Johnson, Warner Anderson), in all exchange centers on March 23; "The Headline Story" (Donald Crisp, Jeffrey Lynn, Marjorie Reynolds), in all exchange centers on March 26; "The Great Caruso" (Mario Lanza, Ann Blyth, Dorothy Kirsten) (Technicolor), in all exchange centers on April 6.

NPA Easing Asked For Theatres

NEW YORK—In a letter to Nathan D. Golden, National Production Authority Motion Picture Photographic Products head, J. Robert Hoff, Ballantyne Company, Omaha, last week called for a meeting of the Motion Picture Equipment Industry Advisory Committee with NPA officials to consider a proposal to permit theatre construction under the same circumstances as during World War II.

Hoff maintained that provision should be made for exceptions to the present M-4 order since the country is now on but a 35 per cent war basis, with 65 per cent of materials and production going into civilian use. He pointed out that provision was made for building permits in theatreless areas, or where population shifts made it desirable, during the last war, when the nation was on a 100 per cent war footing.

NPA spokesmen later stressed that present policy allows, on a hardship appeal basis, the building of theatres in areas where they are needed to accommodate military personnel, expanding populations, or the influx of war workers. An NPA spokesman said that all an exhibitor has to do is to prove that the population in his area has grown so much that another theatre is needed, his appeal will be granted.

Lab Workers Ask Freeze's End

NEW YORK—The IATSE last week negotiated an agreement with 20th-Fox calling for wage increases of between 10 and 12 per cent for the company's Deluxe Laboratory workers. While a Wage Stabilization Board ruling on appeals for wage thaws within the industry is pending, 20th-Fox and union attorneys are seeking a WSB verdict on the proposed increases.



Republic star John Wayne is pictured in New York City at a reception in his honor prior to his recent departure for England, and shown with the actor are Beatrice Ross, Republic exploitation manager; advertising director Steve Edwards, and EXHIBITOR staffers Mel Konecoff and Arnold Farber.

Eastman Kodak Sales Up

ROCHESTER, N. Y.—Increased sales and earnings for Eastman Kodak Company in 1950 were reported last week by Perley S. Wilcox, chairman, and Thomas J. Hargrave, president.

The report listed 1950 net sales of \$461,389,980. Sales in 1949 were \$396,232,518. Consolidated net earnings in 1950 amounted to \$61,858,957, equal to \$4.50 per share on the 13,664,350 shares outstanding at the year-end. Earnings in 1949 were \$49,770,699, or \$3.80 for each of the 12,996,228 common stock shares outstanding. Earnings were 13.4 per cent of sales in 1950 and 12.6 per cent of sales in 1949. The fiscal year 1950 included 53 weeks because of the 13-period calendar in use by the company.

Common stock cash dividends declared in 1950 were \$1.80 per share, or \$24,574,468, and preferred dividends at six per cent amounted to \$369,942. Common stock dividends in 1949 were \$1.70 per share. The 1950 common dividend was larger than that of the previous year by \$2,484,021.

Kranze Sues Cinecolor

NEW YORK—Bernard Kranze filed suit last week in federal court against Cinecolor Corporation, which it is alleged guaranteed his contract with Film Classics Corporation. He seeks \$109,450 damages, \$28,450 due on a three-year contract and \$81,000 on his two-year option extension. Cinecolor in its reply claimed that no guarantee was made.



Senator Pat McCarran, Nevada, is seen at the Hotel Flamingo, Las Vegas, Nev., as he recently received his membership card in Variety Club's Las Vegas Tent 39 from Jack Walsh, right. Bennie Goffstein, left, Chief Barker and a prime mover in establishing the tent, looks on with approval.

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

20TH-FOX

"You're In The Navy Now"—High rating comedy.

"Rawhide"—Good western.

"Bird Of Paradise"—Colorful South Sea film has wealth of selling angles.

"The Sword Of Monte Cristo"—Okeh period action melodrama.

"House On Telegraph Hill"—Fair program.

"Fourteen Hours"—Good dramatic show.

PARAMOUNT

"Quebec"—Interesting program.

WARNERS

"Only The Valiant"—Name draw should help outdoor film.

Phonevision In 11th Week

CHICAGO—Features included in the 11th week of the Phonevision test included: Columbia's "The Swordsman" and "The Mating Of Millie"; MGM's "Living In A Big Way" and "Two Sisters From Boston"; RKO's "Back To Bataan", "The Lost Patrol", and "The Great Man Votes"; Paramount's "Unconquered", and RKO's "The Pride Of The Yankees."

Roy Disney Honored

LOS ANGELES—Roy O. Disney, president, Walt Disney Productions, was last week awarded Mexico's Aztec Eagle decoration, an honor similar to one made by Mexico to his brother, Walt Disney, six years ago. The presentation, on behalf of President Miguel Aleman, was made by Mexico's Consul General, Salvador Duhart.

RARE OPPORTUNITY for Experienced Manager

Are you an aggressive showman whose attainments have not been fully rewarded and who is looking for an opportunity to really show his ability?

A large eastern theatre circuit is looking for managers who can exploit and sell their attractions with zip and zest. If you are looking for an affiliation with a future, send us your resume giving your background and an interview will be arranged.

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EXHIBITOR, 1225 Vine Street, Philadelphia 7, Pa.

FOR SALE 1,000 Theatre Chairs

Padded back—Spring or Springless Cushions. Clearing warehouse immediately.

COMMUNITY THEATRE, Woodstock, Va.

WANTED: Experienced assistant manager or relief manager, one with good chance of promotion. Send references, photograph and salary to start, at once.

Box 84
EXHIBITOR, 1225 Vine Street, Phila. 7, Pa.

MISCELLANEOUS

NEWSREELS

IN ALL FIVE:

Chandler, Ariz.: Test jet fighter ejection seat.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 34, No. 20) Korea: UN forces blast Reds in Seoul. Florida: President Truman on vacation. Groton, Conn.: USS Wisconsin recommissioned. Hollywood: Red Book magazine honors Zanuck. Lake Placid, N. Y.: Pre-Olympic bobsledding (except Philadelphia, New York, Boston, and Cleveland). Baseball training: Phillies limber up (Philadelphia only); Giants drill under Durocher (New York only); Yankees train in Arizona (New York only); Red Sox get in condition in Florida (Boston only); Indians get down to business (Cleveland only).

NEWS OF THE DAY (Vol. XXII, No. 254) Korea: UN forces blast Reds in Seoul. Spain: Ambassador Griffis welcomed. New York: Pier Angeli welcomed by mayor. Florida: President Truman on vacation. Groton, Conn.: USS Wisconsin recommissioned (Milwaukee only). Lake Placid, N. Y.: Pre-Olympic bobsledding. Baseball training: Yankees at Phoenix, Ariz.: Giants at St. Petersburg, Fla. (except Cleveland, Boston, Philadelphia, and Pittsburgh); Red Sox at Sarasota, Fla. (Boston only); Indians at Tucson, Ariz. (Cleveland only); Phillies at Clearwater, Fla. (Philadelphia and Pittsburgh only).

PARAMOUNT NEWS (No. 57) Baseball training: Phillies in Florida, Boston Red Sox, New York Giants, Cleveland Indians, New York Yankees. New York: Knights of Columbus track meet. Florida: President Truman on vacation. Spain: Ambassador Griffis welcomed. West Point, N. Y.: Cadets parade before Canada's chief of staff. Hollywood: Foreign Correspondents Association make "Golden Gloves" awards.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 436) Spain: Two towns relieved after being snow-bound 50 days. Spain: Ambassador Griffis welcomed. Groton, Conn.: K-One sub launched. Lake Placid, N. Y.: Pre-Olympic bobsledding. Baseball training: Phillies at Clearwater, Fla., Yankees at Phoenix, Ariz.

WARNER PATHE NEWS (Vol. 22, No. 59) Korea: UN forces blast Reds in Seoul. Washington: Barkley honored. Florida: President Truman on vacation. Spain: Ambassador Griffis welcomed. Selma, Ala.: General Moore goes to rest. Langley Field, Va.: Air force shows how it hits enemy. Milan: Dick Button wins world skating crown (except Boston and Cleveland). Santa Anita: Moonrush wins handicap (except Boston and Cleveland). Baseball training: Giants train in Florida (New York only); Red Sox at Sarasota, Fla. (Boston only); Indians get down to business (Cleveland only).

TELENEWS DIGEST (Vol. V, No. 10-A) Spain: Ambassador Griffis welcomed. Quantico, Va.: Marines in training maneuvers. Indo-China: Open-air hospital in French-Rebel Forces conflict. California: Japanese train with San Francisco Seals. Milan: Dick Button wins world skating crown. Santa Anita, Cal.: Moonrush wins handicap.



Recent visitors to the Paramount studio, Hollywood, were, left to right, Mrs. Jules Ceder, sister of Leonard Goldenson, president, United Paramount Theatres; Edward L. Hyman, vice-president, United Paramount Theatres; Goldenson's mother, Bill Holden, Mrs. Edward Hyman, and Mrs. Jerry Zigmond, wife of UPT's San Francisco manager.

IN ALL FIVE:

Daytona Beach, Fla.: National motorcycle championship.

IN ADDITION TO THE ABOVE:

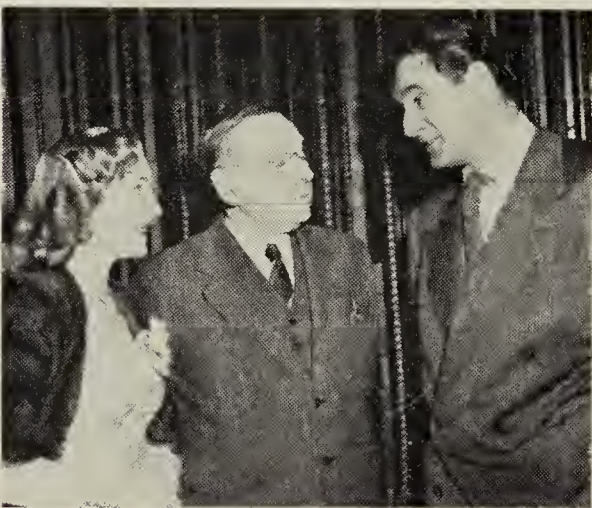
MOVIETONE NEWS (Vol. 34, No. 19) Korea: UN forces pound Reds. Italy: Pope appeals for aid for war orphans. Hollywood: Look magazine awards. Marineland, Fla.: Porpoise with a purpose (except Boston). Bradenton, Fla.: Boston Braves in training (Boston only). New York: Golden Gloves slugfest.

NEWS OF THE DAY (Vol. XXII, No. 253) Korea: UN forces pound Reds. New York: Marshall swears in civil defense volunteers. France: Electric exposition in Paris. Nuremberg: Polar bear triplets. New York: Golden Gloves slugfest. Bradenton, Fla.: Boston Braves in training. Marineland, Fla.: Porpoise with a purpose.

PARAMOUNT NEWS (No. 56) Korea: UN forces pound Reds. New York: Marshall swears in civil defense volunteers. Washington: Paratroopers welcomed. Santiago: Chile host to UN delegates. Switzerland: Swiss troops on alert. France: Electric exposition in Paris. France: Jacques Fath shows new Paris collection.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 435) France: Paris in the spring. New York: Marshall swears in civil defense volunteers. France: Electric exposition in Paris. Cloverland, Cal.: Citrus fiesta. Marineland, Fla.: Porpoise with a purpose. New York: Golden Gloves slugfest.

WARNER PATHE NEWS (Vol. 22, No. 58) Korea: UN forces pound Reds. New York:



At the recent world premiere of Republic's "Belle Le Grand," Fox, San Francisco, Cal., personal appearances were made by Muriel Lawrence; author Peter B. Kyne, and Stephen Chase. The exploitation centered on a "Good Old Days" theme.

Manta And Rose Gives Prizes To Winners

CHICAGO—Addresses by company executives last fortnight highlighted Manta and Rose's Indiana-Illinois Theatres managers' meeting at Blackstone Hotel. In addition to all managers, assistant managers, and home office personnel, branch managers of most of film exchanges, RCA, and others were present.

Alex Manta and Jack Rose both delivered important speeches, following which individual and district cash prizes in the "On Your Own" drive during the last three months of 1950 were awarded. The district that stood out was Art Wartha's Michigan City-LaPorte area. Winners were: Gayety, Chicago, Ed Brown, first; Tivoli, Michigan City, Wartha, second, and tied for third, L. Nye, Hoosier, Whiting, and T. Pappas, Voge, East Chicago. The housekeeping results had Floyd Robinson, Goshen, first; Ben Mortenson, Michigan City, 212 Outdoor, second, and, tied for third, Jack Demos, Lex, Chicago, and Bill Callen, Bucklen, Elkhart.

The district results had Art Wartha's Michigan City district first; Chick Tompkins' Elkhart district second, and, tied for third, Leo Haney, Chicago district, and Mike Evon, Calumet district. District prize money totaled \$2,020.

Marshall swears in civil defense volunteers. Washington: Labor quits all defense agencies. Santiago: Chile host to UN delegates. Hollywood: Amvets give Doris Day first atomic dog tag. Marineland, Fla.: Porpoise with purpose. New York: Golden Gloves slugfest.

TELENEWS DIGEST (Vol. V, No. 9-B) Washington: Troops for Europe debate continues. USA: Influenza spreads. Korea: Battle for Hill 914. Germany: Body of six-year-old boy recovered. Israel: Jews from Iraq arrive on new airlift. Germany: West German police receive horses. Italy: German acrobats in dazzling high-wire act. Sports World: Basketball: Wildcats of Kentucky remain nation's outstanding collegiate basketball team.

Republic Salaries Revealed

NEW YORK—Supplementary to Republic's recent financial statement, which showed a net profit of \$760,574 for 1950, it was revealed last week that Herbert J. Yates, president, was paid a salary of \$175,315. Other salaries paid to executives were: James R. Grainger, executive vice-president, \$78,315; and Edward L. Walton, vice-president, reported paid \$28,950. Yates' salary included \$100,000 accrued remuneration for the fiscal year ended on Oct. 28, in accordance with an employment agreement dated March 1, 1946, which was renewed last October for a five-year period.

GPEC Profits Increase

NEW YORK—General Precision Equipment Corporation last week reported net earnings of \$871,899 after all charges for 1950. This was increased by \$269,199, an adjustment to capital assets for plant relocation expenditures charged to profit and loss in 1945, 1946, and 1947 but disallowed as federal income tax deductions.

Sales spurted to \$27,072,360, compared with \$26,711,926 in 1949.

CANDYDLY SPEAKING

THE PINCH of higher material prices and operating costs are being felt by more and more operators of automatic drink machines and it appears that the time is not far distant when some revisions will have to be made.



BILL ENGLAND

The use of automatic drink machines in theatres dates back to the late 1930's. From the very start the theatre location has enjoyed the top commission payments that drink machine operators paid to any type of locations. This was warranted by the fact that weekly grosses per machine were generally higher, and the overall supervision provided by the theatre manager was superior to that furnished in most industrial plants and other types of locations accessible to the general public.

AS THE all-out effort of World War II progressed with the attendant shortages of such things as syrups, cups, gasoline, tires, drink machines, etc., most operators found it necessary to concentrate their equipment into high grossing locations and in war plants and military establishments. Along with these limitations in operations came a stabilizing of the commissions paid to theatre locations. In general, the better locations received 25 per cent of the gross collections where the drinks were sold for five cents and 50 per cent where the drinks were sold for 10 cents. These commissions were somewhat lower in those states which had syrup or beverage taxes.

IN THE PERIOD following World War II, there was a slowly rising trend of operating costs in the drink field. These costs were absorbed largely because of the increase in the gross volume of business done by the drink machine operators and the development of more efficient machines.

SINCE the start of the Korean War, all of the elements which make up the cost of operation of drink machines have been

(Continued on page EP-4)

Isadore Friedman, president, Lusk Candy Company, Davenport, Ia., which has a tieup current on Paramount's "The Lemon Drop Kid" emphasizing Lusk's Lemon Drops, shown recently with Bob Hope, starred in the picture, on the set on the Paramount lot on the coast between shooting sequences of the film, scheduled for early release.



Cooperating with THE COUNCIL ON CANDY OF THE NATIONAL CONFECTIONERS' ASSOCIATION

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Cooperating with THE NATIONAL ASSOCIATION OF POPCORN MANUFACTURERS

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You can book new profit for your house by joining the thousands of exhibitors who offer their patrons the welcome refreshment of ice-cold Coca-Cola. It's a double-edged profit, too. It brings people back . . . and it increases your take with no increase in overhead. All you need is a few square feet of floor space and your choice of a wide variety of vending methods. For all the money-making details, address: The Coca-Cola Company, P. O. Box 1734, Atlanta, Georgia.

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What Happened?

If You Think Things Are Tough, Take A Look At What Is Going On In Canada

By J. J. Fitzgibbons, Jr.,
Theatre Confections Limited
Toronto, Canada

IN CANADA, within one year, the five-cent chocolate bar disappeared and the 10-cent bar now reigns supreme.

FROM 1945 on, the five-cent chocolate bar, on which the confection business in theatres was built, was slowly being smothered by increased costs, and, after June, 1950, the danger point had been reached both in the retail and manufacturing field. However, it seemed that the two were reluctant to go all the way on a changeover to the 10-cent bar. The break was finally made, but only after a very stormy session which had the manufacturer, jobber, retailer, and public in a continuous state of confusion.

BEFORE the period of unrest, this company took notice of the 10-cent bars then available, brought them to the attention of the patron, and found the results very satisfactory. The reason for the interest in the 10-cent chocolate bar was that, in our opinion, the five-cent chocolate bar had a limited life. August, 1950, was the beginning of the end of the five-cent chocolate bar. Little did we know what was in store for those of us who were handling confections. The big storm is over with now, and about all we can say is "thank goodness we moved into the 10-cent bar field."

It was no laughing matter during that black period, but, if we were a Government Commission, we might now submit a report under the following title:

TITLE: UR2—DEPARTMENT OF UTTER
CONFUSION APPENDIX

CHAPTER 1—CANADIAN THEATRE
CONFECTION BUSINESS

Statement of Consideration for the
General State of Confusion in the
Confection Business

Since 1945, the so-called five-cent chocolate bar business in Canada has been in the throes of a mounting inflation and general state of instability, partially created by the manufacturers themselves, with an assist in September, 1950, from the Federal Government, when a 30 per cent tax was levied on all confections.

FOR a better understanding of the above statement, it might be well to have a brief historical outline of the five-cent chocolate bar:

THE FIVE-CENT CHOCOLATE BAR

1941-1946—Government price controls were in effect, and quotas from manufac-

turers were based on 1939 purchases. The bar retailed at six cents, as there was a one-cent tax on the five-cent bar.

1947—The government price controls came off, and in May, chocolate bars went up to eight cents. The price was reduced to seven cents in July.

1949: March—The government removed the tax of one cent, and the price was reduced to six cents.

1950: Jan.—Bars were reduced to five cents. Aug.—Bars were increased to seven cents. Sept.—A 30 per cent confections tax put the bars up to eight cents. Nov.—The price was reduced to six cents.

1951: Jan.—The price of the six-cent bar went back up to seven cents.

The year 1950 was the critical period, particularly in our type of business, as we service 350 theatres across Canada on a consignment basis, and, when a price change occurred, the candy manufacturers never could seem to get together on a set date or retail price, with the exception of one company.

All retailers took it on the chin when the government took off the tax as the public wanted the bars at the new price immediately. There was no rebate on the tax already paid to the government, which resulted in an automatic loss. When prices were increased, nearly everybody sold stock at the former price until the new merchandise became available because they were afraid to charge so much for so little.

Increases in prices did not receive too much publicity but reductions in prices

received reams of publicity from the manufacturers, press, and radio, and, as before, the public demanded bars at the reduced price the day of the announcement. The situation, to put it mildly, was chaotic. The result was that, at one stage of the fluctuating price period, we had bars at every price from five to eight cents. The ink would scarcely be dry on an up-to-date retail price list when we would receive an announcement that another chocolate bar had changed in price.

IN ADDITION, the public was angry as the bars were getting smaller and smaller, and the prices were higher. Some weights went down from one and three-quarter ounces in 1946 to as low as three-quarters of an ounce, yet they were wrapped in the old wrappers so that the difference was quite noticeable. The candy attendants had so many different prices on bars at one time that shortages took a definite increase. In the meantime, all of us in this end of the business were getting measured for straitjackets. One compensating factor was a rebate to jobbers applied to floor stocks at cost when the price changed from seven cents to five cents on Jan. 1, 1950.

WHILE ALL this confusion was taking place, as mentioned, we had set a policy in March of 1950 to concentrate on, and push, 10-cent chocolate bars. At the time, there were very few 10-cent bars available but gradually the manufacturers came along, and the variety increased. At the same time, our sales started to improve, particularly when seven and 10-cent bars from the same manufacturer were placed side by side. Then, we had no difficulty in selling the public. The 30 per cent tax in September, 1950, almost upset the policy, but the manufacturers came through with a slightly smaller bar which retailed at 10 cents, tax included.

AT THIS WRITING, all theatre counters are almost completely converted to 10-cent bars, although, on Saturday matinees, seven-cent merchandise is displayed. Sales indicate that the public will buy the 10-cent bar. Our theatre managers and attendants are pleased with the breather as far as upset prices are concerned, and we have finally been able to tell the printer to go ahead on our theatre order sheets.



Comparison between the seven-cent chocolate bar and the 10-cent bar made by the Fry-Cadbury Co., Toronto, may be noted in above photo.

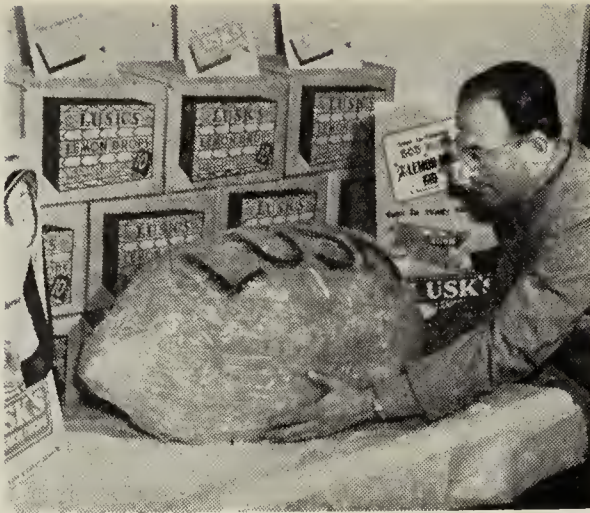
All our efforts are still concentrated on selling 10-cent bars.

LIKE the United States, we have had increases in all materials used in our operation; e.g.: popcorn boxes, seasoning, syrup, paper cups, and ice cream, and I imagine that there will be some pretty fancy prices on corn in 1952. In our opinion, we believe that some of the increases are not justified to the extent to which they have gone but it is the old story of protection should price controls be placed into effect.

THE MOST IMPORTANT move that we can make is to continue to buy and sell only the best of name-brand items, increase sales, and, at the same time, keep a closer control on expenses, particularly transportation with regard to rates and classifications. Closer supervision will help to take some of the edge off mounting costs, and, pushing sales of popcorn, ice cream, and fountain-dispensed drinks, will compensate for the reduced return on chocolate, as compared to the markup of 1945.

IN CONCLUSION, we might say that once the snowball started to roll, it didn't take long for the five-cent chocolate bar to disappear, and the 10-cent bar to receive consumer acceptance with a minimum effort on the part of the candy attendant. We also found that the theatre patron is showing an increased interest in cellophane packaged goods retailing at 12c, 15c, 25c, and 30c.

The candy industry was hard hit by the recent 30 per cent tax which almost killed the goose. The old bird is only just



Isadore Friedman, president, Lusk Candy Company, Davenport, Ia., examines the 200-pound lemon drop his company sent to Bob Hope on the completion of his Paramount picture "The Lemon Drop Kid." The huge lemon drop was made from 120 pounds of sugar, 80 pounds of corn syrup, and a whole pound of pure lemon oil flavoring.

breathing, and it will take a little while to recover. The federal government nearly closed down the industry as the tax came like a bolt out of the blue. The manufacturers already had problems in three of the 10 provinces, as there is a provincial government sales tax on confections after the retail price goes over 10 cents. The worst that can happen is to have the other seven provinces follow through on a sales tax after the federal budget comes down in April.

ON THE SUBJECT of taxes, our business has a back breaker in the soft drink field. Briefly, it is 50 cents per pound on CO₂ gas, and the whole soft drink industry was

affected. Then, syrup went up in price, the cup industry went right along and increased prices not only once, but twice, and everybody is familiar with the increases in popcorn seasoning and cartonettes.

To SUM UP the situation: WE KNOW "WHAT HAPPENED." WHAT WE WOULD LIKE TO KNOW IS, "WHAT WILL HAPPEN?"

Candyly Speaking

(Continued from page EP-1)

climbing. There have been two increases of five per cent each in the price of cups, the price of several of the machines have increased by over 10 per cent, wages of servicemen and mechanics have risen, and the cost of installing plumbing and electrical connections have increased.

IN THE ABSENCE of an increase in theatre attendance, there can be no substantial increase in the gross sales per machine as an aid to absorb the increased labor costs. Thus, sooner or later, either of two courses of action will have to be taken if the operators are to remain in a healthy condition. One course of action would be to negotiate lower commission terms. The other course of action open is to reduce the size of the drink from the standard six ounce drink to a five-ounce drink. In my opinion, the second alternative has many faults. It deviates from a general practice of many years' standing in the soft drink field, and may discourage patronage. The reduced cup and syrup costs are slight, and would at the best afford only temporary relief.

Bill England

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It's Available Everywhere
Because It's Demanded Everywhere!

Gives popcorn wonderful butterlike flavor, color
and aroma . . . produces fewer duds . . . no
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comes in gallon can easy to use, easy to store
. . . no waste . . . costs less to use.

Made of American Ingredients—Always Available!

popsit plus!

Made by **C. F. Simonin's Sons Inc.** Phila. 34, Pa.

POPPING OIL SPECIALISTS TO THE NATION



EXTRA PROFITS

Vol. 5, No. 13

March 14, 1951

EXTRA PROFITS appears every fourth Wednesday as a regular special feature department of EXHIBITOR, and is devoted exclusively to the design, construction, maintenance, management, and exploitation of theatre vending equipment, vendable items, and other profit producing adjuncts for efficient theatre operation. For further information, address EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing office: 1225 Vine Street, Philadelphia 7 Pennsylvania. New York Office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 923 Alande Avenue, Los Angeles 36, California. Editorial consultant: W. B. "Bill" England.

Advisory boards—

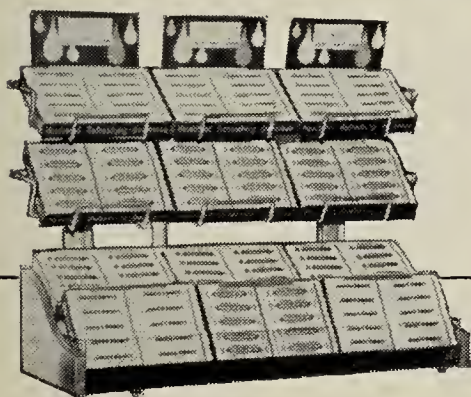
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Composed of manufacturers, concessionaires, and other leaders in the candy, popcorn, and allied fields:

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Experience Proves: Chewing Gum Will Add to Their Enjoyment of Your Theatre



Liberty Theatre, Cleveland, Ohio, displays gum for convenience of patrons and extra revenue.

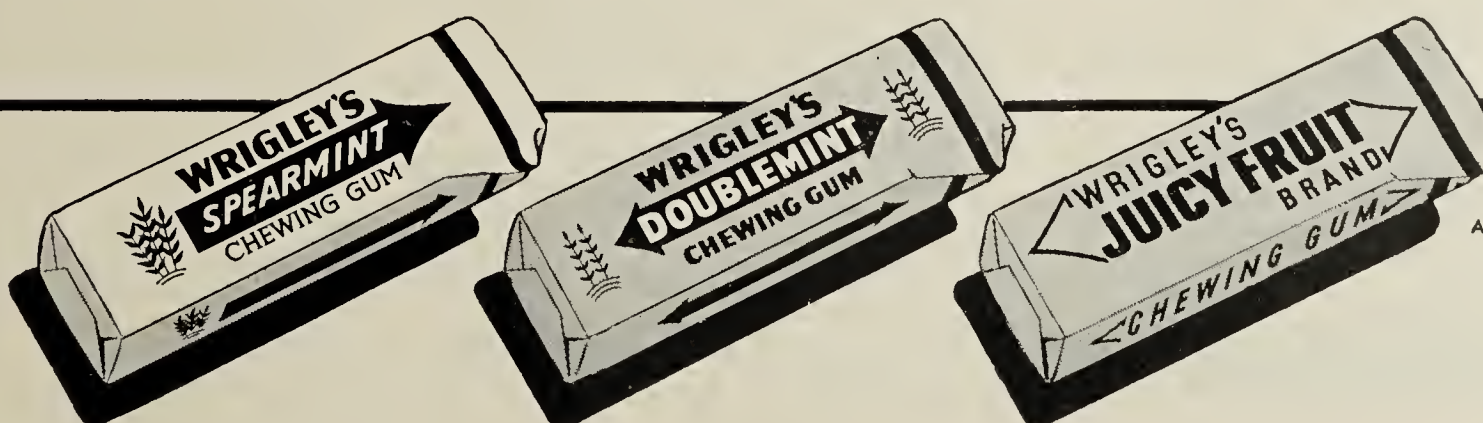


Arnett Theatre, Rochester, N. Y., profits from sale of well-known brands of chewing gum.

You build good will and extra profits by selling and displaying popular brands of chewing gum

Yes, it's a well-known fact that many people like to chew gum at the movies. Chewing gum helps keep them happy and relaxed—adds to their enjoyment of the theatre. This means extra good will and profits for you—provided that you make chewing gum easily available to your patrons, as hundreds of theatres are doing.

Display popular Wrigley's Spearmint, Doublemint, "Juicy Fruit", and other well-advertised, fast-selling brands of chewing gum within easy sight and reach of your patrons. They will appreciate this service which you provide for their enjoyment, and your sales of chewing gum will bring in substantial extra revenue.



Forecast For 1951

By William A. Yantis,
President, Chase Candy Co.

THIS season's crop of crystal-gazers needs two crystal balls, one for use if the international situation continues to deteriorate, culminating in World War III, and the other in case prospects for a peaceful world miraculously improve.

Assuming that an all-out World War is avoided, and taking it for granted that there's no chance of any real peace in 1951, the outlook for the candy industry, in my opinion, may be summed up about as follows:

1. Prices will continue strong, and will move higher unless something is done to check the present inflationary tendency.
2. Demand for candy should be enormous. People love candy, and will buy it enthusiastically when they have the money. Consumer income should be at a very high level in 1951.
3. The increase in dollar sales will be greater than the increase in pounds sold, due to higher costs, reflected in higher prices. The average retail sale of candy, in cents, will move up. The increase in the importance of the 10 cent candy bar, as compared to 5 cent bars, will be a big factor here.
4. The manufacturers with the largest sales gains will be those who do the best job of further improving their packaging, and who are most successful in encouraging better display of their products at the retail level.
5. A principal headache during 1951 will be an accelerated scramble for manpower (and woman-power, too). There may be more difficulty in securing some of the ingredients used in candy, and there certainly will be a shortage of packaging materials.

Of course, if World War III engulfs us, all such forecasts may be thrown in the nearest wastebasket. Everybody knows what all-out war means.



The NEW Patented SPEED-SCOOP

Three times more efficient. Scoop and pour a bagful of popcorn in one single easy motion. Made of light, stainless aluminum. Coal hardwood handle. Perfectly balanced for maximum efficiency and speed. Only \$2.50 at your Theatre Supply or Popcorn Supply Dealer.

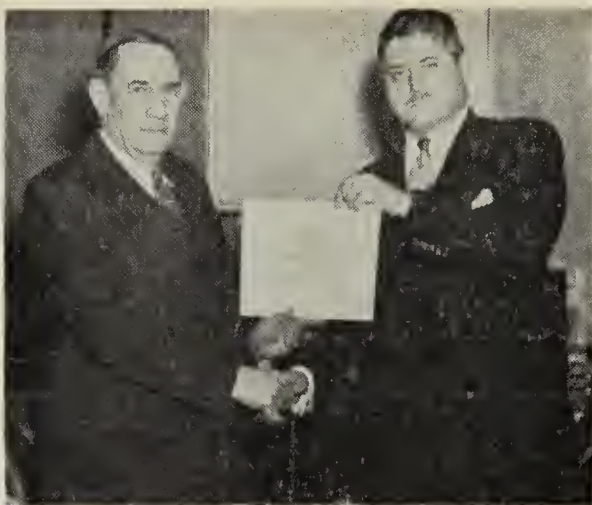
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P. A. Staples, president, Hershey Chocolate Corporation, is seen recently accepting at Hershey, Pa., an award presented by Maurice C. Dreicer, Food, Beverage, and Tobacco Testing Bureau, given for the consistent excellency of the Hershey product.

Automatic Canteen Shifts To 10-Cent Bars

CHICAGO—Automatic Canteen Company of America is changing many of its vending machines to sell 10-cent candy bars because of the large output of dime bars, Nathaniel Leverone, chairman, said in the Chicago company's annual report recently. Stockholders were informed there is little profit now in the sale of five-cent bars. The price of nickel bars, distribution, and other selling expenses have been increasing but many confectioners have endeavored to stay within the five-cent bracket by reducing the weight and size of bars.

Difficulties in changing vending machines to dime equipment have delayed until now the change from the historic nickel price to make up for continuous cost increases.

"Many candy bar manufacturers are now producing or considering the production of 10-cent bars," said Leverone. "The management of the company has vigorously promoted this trend. It is a major change in policy in the confectionery industry, and should be highly beneficial to the company and its distributors. Customer acceptance of a 10-cent candy bar has been found to be quite satisfactory, and the volume of such sales is increasing substantially from week to week."

The company is now in full control of 35 per cent of its related retail business as the result of acquisition of full ownership of Canteen Company, Leverone said. In the 1950 fiscal year, almost a million dollars was invested in new equipment which included candy, coffee, and carbonated beverage machines.

Some Shortages Seen

CHICAGO—That sugar, chocolate, corn syrup, and peanuts look plentiful for candy, but that the picture is clouded by shortages of boxboard, cellophane, paper, and corrugated was the story told by a panel of discussants for 142 members and guests of the Chicago Candy Club at the monthly dinner meeting recently.

The regular meeting was presided over by Paul Udell, Charms Company, Chicago, president, Chicago Candy Club. Details of the program were arranged by Sam Burstein, chairman, entertainment committee, and Chicago candy broker. Francis N. Branson, executive assistant to Philip P. Gott, represented the National Confectioners' Association.

Plans Completed For 'Lemon Drop' Tieup

NEW YORK—Arrangements for one of the top promotional campaigns of the year have been completed by Paramount with the Lusk Candy Company on behalf of Bob Hope's latest comedy, "The Lemon Drop Kid," set for national release in April.

Involving almost every major chain store in the country and more than 18,000 retail outlets in all, the tieup is designed to make the country "lemon drop-conscious" through the distribution of an unlimited amount of the candy confection. Every case of lemon drops shipped from the warehouse of the Lusk Candy Company will contain a three-color display card plugging the picture, while a larger color poster has been specially designed to promote a lemon drop guessing contest in theatre lobbies and retail store windows. These will be set up to coincide with the local release date of the picture.

More than 1,000 special two-pound packages of lemon drops with appropriate picture credits will be sent to the nation's top newspaper, radio, and television movie reviewers, while hundreds of thousands of regular-sized boxes will serve as giveaways. In conjunction with the lemon drop guessing contest, Paramount has arranged a tieup with the makers of Roll-fast bicycles and Marlboro shirts for prizes.

An exhibitor who wishes to take advantage of the lemon drop promotion need only contact Fred Goldberg, assistant exploitation manager, Paramount, or the Lusk Candy Company, Davenport, Ia., for the name of his local Lusk dealer.

The Lusk Candy Company is scheduling a huge advertising campaign. Isadore Friedman, Lusk president, wound up the west coast negotiations which gives Lusk's exclusive rights to the use of Hope's likeness and name in connection with the promotion of the lemon drops. Benne Alter, whose advertising agency handles the Lusk account, handled the details of the negotiations.

More than 50 large chain stores in Chicago's Loop area will participate in the promotion campaign, according to E. J. Fitzgibbon, Paramount's special field representative. Each of the stores will devote a complete window to a "Lemon drop guessing contest" in which passersby will be asked to guess the number of lemon drops displayed in a large container. Ten winners will be named from each store, and all 500 will be invited to a special screening of the picture in addition to winning other prizes.

Gies Heads NCA Meeting

CHICAGO—Victor H. Gies, vice-president, Mars, Inc., will be general chairman of the National Confectioners' Association 68th annual convention and 25th Confectionery Industries Exposition which will be held at the Stevens Hotel, June 3-7, according to announcement made by Philip P. Gott, association president, recently. Gies, program chairman of the 1949 NCA convention, is an NCA director, chairman of the NCA distribution committee, and one of the six candy manufacturers serving on a joint educational committee of manufacturers and candy wholesalers.

NEWS OF THE

Territory

BRANCHES

Atlanta

Virginia Cunningham was added to the office force at Wil-Theatre Supply. . . . Ellison Dunn, theatre owner in South Georgia, was confined to the hospital. . . . C. H. Simpson, State, Chattanooga, Tenn., was visiting.

Called to work for Uncle Sam is Bob Burnett, booker, RKO. . . . Tommy Read, former city manager, Georgia Theatres, opened a booking office for live acts. His office is at 189 Walton Street. . . . Jim Black, sales representative, Warners, has been transferred to Dallas. . . . Sales representative Kistler goes to the Jacksonville, Fla., branch. . . . The old love bug went to the Warner office, and bit Wilbur Andre. He was married to Alice Treadway, Republic. . . . Installation of Kroehler Push-Back chairs has been made at the Elbert, Elberton, Ga. . . . The projectionists of the southern district will hold their annual meeting at the Henry Grady Hotel on April 17-18.

Another bride was Miss Jewel Nelson, Paramount, Jacksonville, Fla., to W. E. McCarty. . . . Glennsville, Ga., will soon vote on Sunday shows.

Wil-Kin Theatre Supply equipped the Skyvue-Drive-In, St. Petersburg, Fla., with new sound. . . . George Krevo, appointed manager, State, Gainesville, Fla., has been with Florida State Theatres for four years. He replaces Dick Stafford as manager. . . . A new drive-in will soon be built by the Pal Amusement Company near the Hinesville Ludowici highway.

A guardian has been appointed in St. Petersburg, Fla., to handle all the properties of Bob Boardman, co-owner, Playhouse, and other theatres. Boardman is ill.

The Dreka, Deland, Fla., is undergoing a remodeling and redecorating program. The Dreka is a unit of Talgar Theatres under Bill Tison.

The Flager, Miami, Fla., recently taken over by David Korman, has inaugurated an open-all-night policy. James Bennett is manager. . . . Manuel F. Williams at one time owner, Strand, Miami, Fla., died.

Officers of the Trans-Color Screen Company, Kings Mountain, N. C., organized to manufacture a new convex screen invented by Otto Heln, are Heln, president J. G. Darracott, vice-president; F. McCurdy, production manager; W. Craig, Jr., sales manager, and M. D. "Doc" Faige, export manager.

Nat Williams, president, Interstate Theatres, Thomasville, Ga., was confined to Duke Hospital, Durham, N. C.

Matt Whitman, Tift, Tifton, Ga., has been elected Tift County Chamber of



H. Russell Gaus was recently appointed new MGM branch manager in Atlanta.

Commerce president. . . . William K. Jenkins, president, Georgia Theatres, Inc., was presented a Junior of C of C and USCC citation for his company's "Promotion of civic and social advancement." I. L. Shields, city manager, Columbus, Ga., accepted the citation.

The second and third in a series of district sales meetings set by National Theatre Supply was held in Atlanta at the Ansley Hotel. Arrangements were under the directions of W. E. Green, president, and Oscar S. Oldknow, vice-president. The meeting was attended by branch managers and sales representatives from Atlanta, Charlotte, New Orleans, Memphis, Dallas, Oklahoma City, St. Louis, and Kansas City. Executives from New York were, in addition to Green, J. W. Servies, manager, purchasing; J. E. Currie, manager, drive-ins; W. J. Turmbull, sales promotion manager, and J. S. Goshorn, theatre seating department.

Mrs. Frances Davidson, Hampton, Ga., was visiting with Mrs. Betty Holliman, secretary, Astor. . . . Miss Clyde Brooks was appointed secretary, Capital City Supply. . . . New in the accounting department, Wil-Kin Theatre Supply are Anita Epstein; Nancy Moot; Shirley Elrod, and Lamerle Sanders. . . . Mr. and Mrs. Roy Mitchell, Mountain, Stone Mountain, Ga., were in. . . . Fred Moon, The Journal amusement editor, was around. . . . Judson Beall, U-I was called to service.

The Paramount Gulf Coast closed the Alamo, Vicksburg, Miss. . . . Starlite Drive-In, Canton, Miss., opened.

Louis Matthews, appointed secretary, Monogram Southern Exchanges, replaces Betty Paschall.

Effective on March 19, H. Russell Gaus, manager, MGM, Oklahoma City branch, replaces Ansley B. Padgett, MGM branch head, who resigned to take an executive post with a theatre circuit.

Visiting were: Clyde Sampler and Ebb Duncan, Duncan Theatres, Ga.; Sidney Laird and L. J. Duncan, Al-Dun Amusement Company, West Point, Ga.; R. E. Ware, Tinytown Amusement Company, Trenton, Ky.; Robert G. Haire, eastern division manager, General Register Corporation, and Sam M. Berry, National Theatre Supply, Dallas.

Emery Austin, MGM southern publicity chief, has a new title, grandpa. . . . Ernest Compton, sales representative,

ELC, left for active service with the 94th Bomber Wing. . . . In for a visit were H. T. Butler, Drive-In, Covington, Ga.; Paul Wengler, Famous Theatres, Birmingham, Ala.; John Gaither, Heflin, Heflin, Ala.; Branson James, Royce, Royston, Ga.; Mrs. Wallace Smith, Gem, Barnesville, Ga.; Mrs. John Carter, Brookhaven, Brookhaven, Ga., and Mack Jackson, Strand and Jackson, Alexander City, Ala.

Tom Bain, sales representative, Hallmark, was in. . . . Jack Dumestre, Jr., Southeastern Equipment, was back after a trip to New Orleans. . . . Leonard Allen, Paramount, checked in after a trip to Florida. . . . Back after illness was Dorothy Lanoix, Columbia. . . . Pete Sarratt, shipping department, Columbia, is now working for Uncle Sam. . . . J. N. Dakos is the new owner, Ritz, Clearwater, Fla.

The Vogue, New Port Richey, Fla., reopened. . . . O. D. Posep, 71, for years a projectionist, died. . . . John Caldwell is the new owner, Joy, Dubach, Ia.

The new DeSoto, Arcadia, Fla., Florida State Theatres, was recently opened, rebuilt at a cost of \$145,000. It replaces the Star. . . . Katherine King, manager, Grand, Fort Myers, Fla., was confined to her room because of a broken arm. . . . Clifford Christianson, formerly with United Artists and Balaban and Katz, Chicago, joined the Miami Drive-In, Miami, Fla., as relief manager. . . . Carmen Lunetta, manager, Dixie Drive-In, Miami, Fla., returned after a honeymoon. . . . New manager of the Little River, Little River, Fla., is Harold Pertis, a former manager in Lowell, Mass. . . . Tom Hayes, a newcomer to the business, is now manager, LeJeune Park Drive-In. . . . Jerry Johnson was named manager, Royal Drive-In, Meridian, Miss. . . . John Grower has been appointed manager, 78-Drive-In, Flowerdale, Miss.

A. B. Padgett, formerly with MGM as booker sales representative and branch manager, is now with Wilby-Kincey as assistant to James Harrison, manager.

The new Ritz, Blytheville, Ark., which cost \$250,000, was opened to the public. Owners are Mr. and Mrs. O. W. McCutchen and Mr. and Mrs. I. W. Rodgers. . . . Stephen Barber is now manager, Pheil, St. Petersburg, Fla.

Branch manager Eddie Brauer, Republic, moved into his new home on Putnam Drive. . . . The manager of the Florida, St. Petersburg, Fla., is allowing members of the First Avenue Methodist Church to hold services there on Sundays. . . . Coral Gables, Fla., the police department is looking for the person who left a time bomb in the Coral Way Auto Drive-In. E. J. Melniker is the owner. . . . Sam Bogo, owner, Carolina, Batesburg, S. C., will open his new drive-in near Monetta, S. C.

Charlotte

Harris Theatre Sales, Inc., new theatre supply firm, opened for business here. Frank Harris, proprietor and formerly manager, Bryant Theatre, Supply, says the present location will be 2121 Beverly Drive. Later it will be in the Penn-Wilson building, South Church St.,

as soon as reconstruction of the building has been completed. This new concern will handle all types of theatre equipment for the present, but will concentrate on popcorn, seasoning, and supplies.

The Mecklenburg Community Chest begins its 20th year of service to Charlotte and Mecklenburg County this month. H. F. Kinsey, Wilby-Kinsey Service, who has an outstanding Red Feather record, urges everyone to give, and give freely.

Theatre Booking Service will handle buying and booking for the colored drive-in, Winston-Salem, N. C. . . . The Lee Drive-In, Sanford, N. C., owner, O. C. Cagle, opened. Queen City Booking Service will do buying and booking. . . . Hugh Sykes, Queen City Booking Service, returned after a vacation in Florida. . . . Margie Robinson, typist clerk, Republic, spent a weekend in Monroe, N. C.

Cy Dillon, branch manager, Bob Finlayson, salesman, and Mitchell Little, office manager, Republic, attended the opening of the Center, Kershaw, S. C. Owner is T. K. Lee. . . . George Hautert, Columbia representative, will be in the office several weeks. . . . Martha Linbauch, cashier, Columbia, is on vacation in Key West, Fla. . . . Jimmy Slaughter replaced Charlie McGee as head booker, Screen Guild. . . . Jack King takes over operation of the Hamlet Drive-In, Hamlet, N. C. The former owner, A. Carpenter joined the armed forces. . . . Harold Armistead, Colony, Lyric, Easley, S. C., designed the Lyric, Honea Path, S. C., which has been completely remodeled. . . . Dick Eason, formerly with the Fun-Lan Drive-In, Hickory, N. C., is the new owner, Roxie, Troutman, N. C. . . . Bob McClure, salesman, Kay, returned after a trip to Tennessee. . . . Mr. and Mrs. Harry Kerr, Gem, Hillsboro, N. C., entertained a number of friends at a weiner roast at their cabin on the Catawba River. . . . Albert Powell will reopen the Drive-In, Marion, S. C. . . . Charles McGee, booker, Screen Guild, resigned to accept a position as manager, South 29 Drive-In, Charlotte, replacing Bill Taylor, resigned. . . . Roy Ferguson has been transferred to the North 29 Drive-In. . . . Tommy Little, son of T. L. Little, Camden, S. C., joined the armed forces, and is stationed at Ft. Jackson, S. C. . . . Irvin Beck, booker, Booker T. Theatres, Raleigh, N. C., has taken over operation of the Ding Hi Drive-In, Havelock, N. C. . . . It was happy birthday to Margie Robinson, typist clerk, Republic. . . . R. D. White, Jr., closed the Carolina, Allendale, S. C., for remodeling. . . . Rev. and Mrs. G. Dana Walters held open house at the West Avenue Presbyterian Church Manse in honor of James R. Jackson, son of A. C. "Al" Jackson, manager, advertising department, Charlotte Poster Exchange, who began his study for the ministry at the Union Theological Seminary, Richmond, Va.

Whip Wilson was in mapping out a personal tour which will take him into every corner of the south. He'll use Monogram-Southern as headquarters. Whip is a Monogram Pictures star. He uses a strip tease act. His stripper is Monica Lane, who, incidentally, is his

wife. . . . Robert Saxton, Saxton Theatrical Service, is on vacation in Hollywood. . . . Jim Frew, district manager, U-I, and branch manager, Jimmy Greenleaf, returned from New York. . . . "Hal" Keeter, branch manager, ELC, suffered a heart attack, and is critically ill in a local hospital. . . . Mrs. Cleo McWhirter, Republic, returned after illness. . . . R. T. Belcher, booker, Republic, and wife spent a weekend in Mooresville, N. C.

Greta Martin, now with Republic, St. Louis, was married to Sergeant Victor Reinhold Behlke at St. James Lutheran Church, University City, Mo. . . . C. L. Abercrombie, Jr., Carolina, Durham, N. C., suffered a heart attack. . . . M. L. Workman, Chesterfield, Chesterfield, S. C., and Cheraw, Cheraw, S. C., was in town.

In booking were: Harold Hall, Dixie, West Columbia, S. C.; Ernest House, Marion, House, and Oasis, Marion, N. C.; Finn Lee, Duplin, Warsaw, N. C.; Harry Cooke, Center, Mount Olive, N. C.; Arthur Skylar, Gay, Gibsonville, N. C.; Watt Parker, Broadway, Gloria, Myrtle Beach, S. C.; R. I. Baker, Jr., Carolina, Shelby, N. C.; H. E. McNutt, Candor, Candor, N. C.; J. B. Jones, Carolina McCool, S. C.; Teague Kirby, Palace, Kirby, Roxboro, N. C.; T. L. Little, Haigler and Little, Camden, S. C.; C. Lashley, Star, Greensboro, N. C.; J. C. Holland, Lyman, Lyman, S. C.; Floyd Baker, Baker, Spruce Pines, N. C.; Harold Armistead, Colony, Lyric, Easley, S. C., and Mr. and Mrs. M. Lovelady, Norwood, Norwood, N. C.

R. F. Branon's Charlotte branch was in first place at the end of the 10th week of RKO's 1951 "Ned Depinet Drive."

Memphis

An ordinance was amended by the Memphis City Commission to permit appointment of two additional members to the Memphis Board of Censors, headed by Lloyd Binford. The additions will give the board five members.

Spring weather has hit the Mid-South as suddenly as the snow and ice storms hit it last winter. Some 16 drive-ins were reported to be open, and by April 1 all drive-ins in this section will open for the summer.

MGM: Moses Sliman, Osceola, Ark., and L. J. Denning, Bemis, Tenn., were visiting.

MONOGRAM—Miss Hazel Braum, took Juanita King's post as assistant cashier.

20TH-FOX—Thomas Farris, Shelby, Miss.; Douglas Pierce, Pocahontas, Ark.; Henley Smith, Pocahontas, Ark.; G. E. Longacre, Mena, Ark.; Don Landers, Harrisburg, Ark., and Mrs. Marvin McCuiston, Boonville, Miss., were in.

U-I—Miss Ann Riner succeeds Norma Topp, who resigned the office stenographer's desk.

WARNERS—John Davidson, office manager, has been promoted to salesman in the Atlanta branch. Glenn Calvert, booker, moved up to Davidson's desk, and Dennis Duke takes over Calvert's former duties. John Davidson has made

many friends in Memphis who regret to see him leave.

Fred Janes, owner-operator, Joy, West Memphis, is having trouble with city authorities again. He was ordered by the West Memphis mayor to clean up or close up his theatre. And so he closed it.

The new Ritz, Blytheville, Ark., erected at a cost exceeding \$250,000, opened with many industryites as guests of Mr. and Mrs. O. W. McCutchen and Mr. and Mrs. I. W. Rodgers. Features of the 1,100-seat ultra-modern house are a television room with a 36-inch screen and two "cry rooms" for babies.

New Orleans

Janet Landaiche, bride-elect, twin daughter of Mr. and Mrs. Ernest Landaiche, owners, Bayview and Beach Drive-In, Biloxi, Miss., was feted at a luncheon party. . . . Mr. and Mrs. Fred Goodrow and baby son, Freddie, III, Thibodaux, La., spent a week-end visiting his parents. F. F., Sr., is owner, Novelty Film Exchange. . . . Julie Chapman, Eagle Lion Classics, was here.

Bill Cobb, Ralph Reed, and Milton White are spreading sunshine and happiness again. Evidence is the resumption of weekend fishing sprees. The first was as Grand Isle, with Milton Dureau, Cecil Howard and Waddy Jones as guests. . . . Kenneth Giddens, Giddens and Rester, Mobile, Ala., announced that they added another, their second ozoner. They anticipate opening the Air Shore Drive-In on April 1.

Exhibitors in were; G. I. Hawkins, owner of theatres in Delhi and Newellton, La., and the Lathan, Flora, Miss.; Milton Guidry, Erath, La.; Bob Siegler, Dome, Hattiesburg, Miss.; Louis Cox, Bayou Drive-In, Barton, La., and the Cox, Pierre Part, La.; Fred McLendon and his booker, Al Morgan, Union Springs, Ala.; William Lighter, Pass Christian, Miss., head, Southeastern Theatres, Inc.; Frank Olla, Albany, La.; Ernest Delahaye, Gwen Maringuoin, La.; and O. Gaude, Magic, Port Allen, La.; J. Hargroder, Hattiesburg, Miss.; Charles Lamantia, Lafayette, La.; Mr. and Mrs. A. M. Riley, Logansport, La.; John Caldwell, Dubach, La.; Joe Wallace, Thibodaux, La.; Sydney Otis, Biloxi, Miss., and G. E. Wiltse, St. Bernard Drive-In, Arabi, La.

Sidney Fuhrman repurchased the Madison, Madisonville, La., from Phil Duncan, owner-operator. Duncan retains the Lake, Mandeville, La., with Mrs. Helen Sanders as manager.

Hinkel and Prophit reopened the Monroe Drive-In, Monroe, La. They also own the West Monroe Drive-In near the junction of Bayou D'Arbonne and Bayou de l'Outre. . . . E. J. Lillis, Sr., president, Masterpiece-Realart, visited with Milton Dureau, general manager. . . . Mr. and Mrs. John Caldwell, Dubach, La., visited their buyer-booker, J. G. Broggi, theatre representative. . . . Ernest Drake, Ponchatoula, La., was bustling in and out of exchanges. . . . Joel Bluestone, salesman, Republic, and H. L. McLaurin, 35 Drive-In, between Raleigh and Taylorsville, Miss., joined the family of EXHIBITOR readers. . . . Co-partners Mr.

and Mrs. H. L. McLaurin and Mr. and Mrs. Ernestine Hancock 35 Drive-In, between Taylorsville and Raleigh, Miss., were in booking.

Louis Fincher, formerly with U-I, is now with ELC. . . . It was happy birthday to Marsha Lynn Navarro, daughter of Rudy, Theatre Service. . . . Don Hassler, office manager, Astor, moved into his new home.

Evelyn Stoddard, away for several years, is back as assistant to Miss Pozy, Hodges Theatre Supply. She was formerly with Joy Theatres, Inc. . . . W. L. Collais, Cutoff, La., reequipped his Webb with RCA sound and projectors. Raymond Gremillion, Southeastern Theatre Equipment, made the installation.

PARAMOUNT: Frank Musse, ledger clerk, will report for Army Air Force duty on April 1. . . . E. C. Jenner, Laurel, Miss., Fred McLendon and his booker Al Morgan, Union Springs, Ala., visited.

A. J. Rosenthal is now sole owner, Silver City, Alexandria, La. He purchased Donald Painter's interest.

Lydia Scully resigned as head booker, Columbia, to devote her time to domestic duties. Katie Richard is now in the head booker's chair.

Milton Dureau, Realart-Masterpiece, visited in Nashville, Tenn. . . . Mr. and Mrs. William Sindy, Patio, Airline Highway, and the Cinema, Kenner, La., were in. . . . John Jenkins, Astor, Dallas, visited with manager Bob Kelly and staff, Dixie Films, enroute to theatres along the Gulf Coast. . . . Tom Garraway, Plaza, and the Ritz Drive-In, Prentiss, Miss., and the Pinehill Drive-In, Pica-yune, Miss., called on his buying and booking representative, Page Baker, Theatre Service.

Tom Neely, manager, National Theatre Supply, called on Phillip Salles, Covington, La. . . . Milton Guidry had an unusually big smile. He was the "Joy Scout Week's" biggest enthusiast.

H. B. Paul, after an absence of several months, is back at Kay as road representative. . . . Ike Katz, president, was in from Atlanta for a confab.

E. C. Jenner opened his Midway Drive-In, near Lake Charles, La. He is also interested in the Algiers Drive-In, Algiers; Marrero Drive-In, Marrero, and Hub Drive-In, Lafayette, all in Louisiana, and the 51 and Varia Drive-Ins, Jackson, Miss. He is sole owner of drive-ins in Vicksburg and Laurel, Miss.

Roy Couch, Magnolia, Ark., visited with Joy Theatres, Inc. . . . Mr. and Mrs. Gilbert Romero and daughter took advantage of the beautiful sunshine weather motoring, on a combined business and pleasure trip. . . . Fred Jack, souther division manager, United Artists, on a speedy trip. He made the trip by plane. . . . B. V. Sheffield, Sheff Poplarville, Miss., Ed Fessler and Mike Ripps, Do Drive-In Corporation, Mobile, Ala., C. C. Meyers, Meyers, Biloxi, Miss., and J. W. Illsey, New Rebel and Ritz, Columbia, Miss., were here.

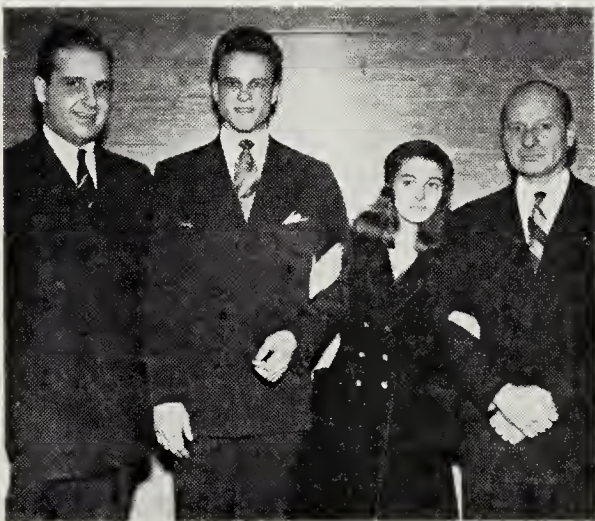


Alfred E. Daff, U-I director of world sales; Charles J. Feldman, domestic sales manager, and John Davis, general manager, J. Arthur Rank motion picture interests, recently presided in New York City over the first of three regional sales meetings by the company's home office executives, district and branch managers. Seated at the head table, left to right, are David A. Lipton, vice-president in charge of advertising and publicity; Robert Benjamin, president, J. Arthur Rank Organization in America; Davis, Daff, Feldman, and Irving M. Sochin, sales head, U-I special films division.

W. G. Kirkscey, assistant to the president, Alexander Film Company, was here from Memphis, passing out his unique calling cards. . . . Mortimer and Shiell announced the opening of their Skyvue Drive-In, Gentilly Highway and Downman Road. . . . Dutch Leland, an old-time U exchange man in Carl Laemmele's days, met with cronies on the Row. . . . C. H. Crosley, Laurel, Miss., and Mrs. Paternostro, Lake Charles, La., were visitors.

Who is "Fishing Willie?" Of course, it's Bill Cobb, Exhibitors Poster Exchange, the rod and reel manipulator. He was just rechristened.

At the recent mid-winter meeting of Allied in Washington, Abe Berenson was appointed a member of Allied's eight-man committee in COMPO. Harold Bailey, Gulf States secretary, states, "that the choice should be encouraging and inspiring to each and every member of our own Gulf States Unit, for such a compliment not only singles out the



Generoso Pope, publisher, Il Progresso Italo-Americano, was host recently at a screening and buffet party at which MGM's "Teresa" was shown to leaders of Italian-American Society in New York City. Pope is on the extreme left. In the center are Pier Angeli and John Ericson, stars of the film, which was produced by Arthur M. Loew, extreme right.

man, but our entire unit as well." At the ATOGS meeting, Berenson will give detailed reports.

A. J. Rosenthal, manager, Joy, Alexandria, La., verified the report that he, his father, and brother now own the Silver City, Alexandria. They recently purchased former coowner Painter's interest. Brother Bernie, Jr., assumed management.

W. H. Ward, who recently sold his Bay Drive-In near Niceville, Fla., to Jimmy Trings, Fort Walton, Fla., purchased the Park Drive-In, which had been shuttered by J. C. Powell. Ward had it completely remodeled, and renamed it the Crestview. Russell Callen, Associate Theatres Service, will buy and book.

Tom Neely, National Theatre Supply, attended the managers' meeting in Atlanta. . . . E. C. Clinton, Monticello, Miss., was seen dispensing cheery greetings with his usual big smile.

The Paramount, Alexandria, La., closed for several weeks for repairs, reopened with Fred Richards as manager. He has been in the theatre business over 20 years. A new screen and new curtains are among the extensive repairs and redecorations. With 20th-Fox's "Halls of Montezuma" the opening attraction, ceremonies were broadcast over KSYL with a concert by the Alexandria Air Force Band. The week prior to the reopening the theatre was open for public inspection.

Harold "Babe" Cohen, local franchise holder, Lippert, denies the report that he sold his franchise to Lippert. He firmly stated, "It was just recently that I secured the franchise with the understanding that I identify my exchange as Lippert Pictures, Inc., only, and have operated as such since the first of the year. The idea of selling hasn't even entered my mind."

STATES

Alabama

Birmingham

W. H. "Bill" McKenzie, Jr., Queen Feature Service, Inc., was married to Helene Smith, and they honeymooned in Florida.

Florida

Miami

William Hendley, doing publicity and exploitation in the Cloughton office, has been transferred to Tampa, Fla., where he is assisting Curtiss Miller. . . . David Gridley was promoted from assistant, Circle, to manager, Hialeah. . . . In the exploitation campaign on "Pretty Baby," manager Jimmy Barnett, Florida, was the lucky winner of a \$50 bond. . . . Bill Goller, Tower, has a new student assistant, Charles Kennon, transferred from the Miami. . . . Jean Clark, formerly at the Miami, will wed Captain Jack McKinnon, formerly floor manager. . . . Dick Treccase, Strand, combined a western feature with a stage revue of Indians. . . . A painful boating accident has Herman Silverman, Wometco, exec., bedded. Co-worker Major Stanley Stern had only minor injuries.

BOXOFFICE STATEMENTS

SPECIFY ITEM NO. B. S. 5

The form is titled 'DAILY BOXOFFICE STATEMENT' and includes fields for Theatre, Feature, Opposition, and various ticket and cash totals. It is designed to be filled out for each day of play.

Printed on both sides so that complete factual totals for one day can be kept on one 8½x 5½ inch sheet, each itemizes:

1. OPENING AND CLOSING TICKET NUMBERS
2. PASS AND WALK-IN TICKET NUMBERS
3. CASH TOTALS
4. TAX TOTALS
5. PROGRAM, WEATHER, AND OPPOSITION
6. SPACES FOR HOURLY TOTALS
7. MISCELLANEOUS INCOME AND DEPOSITS

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Atlanta friends of Ed Melniker will be glad to hear he is rapidly adapting himself to the management of the Coral Way Auto Theatre, which was recently purchased by the Starlight Amusement, Inc. . . . Personnel for the Wometco Gateway, Ft. Lauderdale, Fla., Jack Hegarty at the helm as resident manager and Gerald Evans as house manager. Advertising and exploitation in the Miami area will be handled by Sonny Shepherd, and other physical aspects will be in the province of Harvey Fleischman. . . . Bob Daugherty, manager, Olympia, offered passes to the theatre to all silver wedding celebrants with anniversaries during a month period. . . . Rosetta manager Dana Bradford and Strand manager Dick Treccase tried aiding the drive for waste paper by admitting youngsters bringing in 25 pounds free. . . . The State has a new manager, Paul Baron, formerly at the Capitol. . . . An estimated 67,000 persons attended the four day Variety Circus at the Orange Bowl recently, and the Variety Children's Hospital will receive the proceeds.

A boating accident in Nassau in which a local theatreman suffered a broken back, and in which socially prominent Mrs. Anthony J. Drexel and her daughter Diana, also figured, came to light with the return of Herman Silverman, Wometco Circuit executive, from Prospect Hospital. A party of nine persons was riding in the 18-foot speed boat of Charles W. Bethel, Nassau business man. Silverman expects to be at his home for three weeks.

Georgia Kingsland

J. Nolan Wells, Wells, was elected mayor.

Louisiana Shreveport

The West End inaugurated a new policy of "better shows." Mayor Clyde E. Fant said manager George J. Ragon, Sr., had willingly agreed to change the theatre's policy after a conference. The mayor said he requested Ragon to show a "higher type" of movies.

Mississippi Columbus

Eugene Bearden, Princess projectionist and former employe of Richards-Lightman Theatres Corporation, subsidiary of Malco Theatres, Inc., recently received the first pension check available to all employees. Bearden reached the retirement age last June at the time the partnerships were dissolved among the Columbus theatres.

North Carolina Greensboro

Ben W. Allen has been named manager of three houses operated by Consolidated Theatres, Inc., Charlotte. He replaces Robert Fogleman. Allen has been manager of Consolidated's houses in High Point, N. C., for the past 18 months, and has been with the company since 1932. The last three theatres include the Victory, State and Elm.

Raleigh

Philip W. Nance, manager, Colony, for the past three years, has been named manager, Village, which opened in the Cameron Village section. The Village is owned by Consolidated Theatres, Inc., which also operates the Wake Forest Drive-In, and Colony.

North Carolina Insurance Commissioner Waldo C. Cheek issued an order revising fire insurance rates on theatres. The increased rates will cost such types of businesses an additional total of \$10,953 a year, it was estimated.

An amendment to the revenue bill now before the legislature which would restore a three per cent admissions tax on motion picture admissions which was removed during World War II may be withdrawn, it was indicated. The amendment, which had been sought by Governor Kerr Scott in his budget message to the legislature, was introduced by Republican John W. Umstead, Chapel Hill, but Umstead said later that he introduced it to correct what he believed to be an inequity, and "since then I have heard that a lot of small theatres are against it," and that he has been told that the amendment would run many small theatres out of business. "I'd be the last to run the small theatres out of business," Umstead said. He said that if figures he now is studying show that the amendment would impose an unfair tax on the small theatres, he will withdraw it.

Sanford

The Lee Drive-In, located on the Fayetteville Highway, held its formal opening. Joe Barnhardt is the manager.

Spruce Pine

A fight over Sunday movies is under way. After the town board of aldermen voted recently to permit Sunday movies, the town's two theatres announced that they would inaugurate them on Feb. 25. The mayor, however, resigned as a result of the board of aldermen's vote, and some 150 citizens held a mass meeting condemning the action. It was contended that the aldermen had acted illegally in adopting the ordinance after only one reading, and that it would have to vote favorably on the proposal at three successive meetings. It was pointed out further that a special referendum, on the subject was held in June, 1949, and the Sunday movie proposal was defeated by more than 100 votes.

Winston-Salem

The City Zoning Board of Adjustment deferred a decision on a request of Grover Shelton that he be allowed to construct a drive-in at the northeast corner of Link Road and Lockland Avenue. The action came after several residents protested, claiming that they had not had a chance to voice their objections recently when the area was rezoned from residential to business. It was admitted that Shelton has complied with every stipulation set forth in a new city ordinance regulating drive-ins, but residents of the area contended the theatre would create a traffic hazard.

NEWS OF THE

Territory

Chicago

The government gave the green light for the construction of an outdoor near Kewanee, Ill. Backing the enterprise are Rud Renz, Kewanee; Bernard Temboris, Lebanon, Ill., and Ben Adams, El Dorado, Kan.

The Row was saddened to hear that Pierre Chrissis, 24, son of D. J. Chrissis, M and R Illinois-Indiana circuit, was killed in battle in Korea. He left a managerial job at the Niles Drive-In to enter the army. . . . Bill Hope, owner Hope, Elkhville, Ill., provides taxi service for patrons who have no means of transportation. . . . Sylvan Goldfinger, Telenews district chief, found an Arizona vacation to his liking.

H and E Balaban acquired from Sam Brenner and Associates the Hilltop Drive-In, Joliet, Ill., and the Robin Drive-In, Rockford, Ill. . . . Mrs. Lee Lemond, PTA president and a Camp Fire Girl sponsor, was made manager, Dickinson, Huntingburg, Ind.

Ralph Calvin, Blackstone manager, Dwight, Ill., said it was "all in a day's work" when he pushed his finger down the throat of a youthful patron, and dislodged a piece of candy, after pats on the back had failed to relieve the choking kid.

John Balaban, who pioneered TV with his WBKB station, is considering video broadcasts to up attendance in the B and K Circuit. . . . Chadwick Theatre Corporation, Chadwick, Ill., bought back the Chadwick from Preston Wettan. . . . Homer A. Newman placed a "March of Dimes" booth in his Strand, Marshall, Ill.

In McLeansboro, Ill., Don Roads, Carrollton, Ill., succeeded Jimmy Blades as manager, McLean. . . . In Mount Carmel, Ill., members of the National Guard stationed in this city were guests of the management of the American, owned by Keith Coleman, at a special showing of "A Yank in Korea."

John Koletis was named president, Memri Drive-In, Inc., at a reorganization meeting in Milan, Ill. Other officers are Isador Brotman, vice-president; Barney Brotman, secretary, and Sam Shlaes, treasurer. The Independent Amusement Company, which previously operated the Memri Drive-In, will continue to operate as a real estate firm for the Memri and the Semri Drive-In, now under construction near Silvis, Ill. Robert Danico, secretary, Independent Amusement Company, said the Memri will open around April 6, and the Semri will start operation on Memorial Day.

After many years of operation by Balaban and Katz, the Manor, located on the northwest side, has now been taken over by the original owner, Manor Amusement Company. . . . Vern Lang-

don, veteran showman since 1916, has taken over the managing director's post with Jack Lynch as house manager. The house is now in the midst of a modernization program. A campaign is underway for a grand reopening on March 24.

Walter Weigand, 55, veteran projectionist, Lido, Maywood, Ill., died of a heart attack. . . . "What television set makers can equal this?" asked the H and E Balaban officers after they installed a 60,000 square inch screen at the Esquire.

Betty Mitchell and Van Paleogos, Daphne Amusement Corporation, reopened the Bertha. . . . Ike Sollers, Lyric, Covington, Ky., was seriously ill at Macon Hospital, Decatur, Ill. . . . The Capitol, Litchfield, Ill., gave its second annual style show under auspices of the Women's club. Manager Russell Hogue also arranged an Easter parade for adults and children and exhibited 1951 automobiles in front of the theatre. . . . James Rickner was named manager, Darb, Manteno, Ill., in place of James Snodsmith, resigned.

James and Louis Hill purchased the Chandlerville, Chandlerville, Ill., from Mr. and Mrs. Charles Trimble. . . . Irving Mandel, Monogram manager, escaped zero weather at his winter home in Miami, Fla. . . . A. M. Weinberger was appointed Warners' office manager. . . . Harry Levine, United Paramount talent booker, came to confer with B and K regarding stage bills.

Ted Levy joined the Warner sales staff. . . . The Lorraine, Heepston, Ind., is receiving compliments on new carpeting. . . . Balaban and Katz is continuing its fight to break the Jackson Park ruling which limits first-runs to two weeks in the Loop. The corporation filed notice of appeal from the recent decision of Federal Judge Igoe upholding his original decision fixing the two-week status. . . . Clyde Sheppard was made manager, Ashton, Ashton, Ill. . . . Raymond Canoff was named Argmore manager.

Richard Quinn, Northcenter, was named assistant manager, taking the place of Cal Wellauer, who joined the military police at Ft. Sheridan, Ill. . . . J. A. Gossett, Tivoli owner, Norris, Ill., is keeping a calendar of patrons' birthdays, and gives them presents, free admission. . . . Dallas Cannon, Kent, Kentland, Ind., escaped the winter at Key West, Fla. . . . Rollin Stonebrook, Northcenter manager, was appointed program chairman by the Ravenswood Kiwanis Club. . . . The Flora, Flora, Ind., installed a snack bar. . . . Illiololis Theatres, Inc., was formed by Edward and Luella Griesheim and W. P. Roberts.

Milas Hurley, Tucumcari, N.M., theatre owner, will have his new 550-car \$125,000 drive-in ready for opening with an Easter sunrise service. An unusual feature of the drive-in is the five-room bungalow Hurley built at the rear for the manager. The drive-in is so wired that if the manager hears an unusual noise at night, he can flip a switch, and the whole area will be lighted. A stone wall surrounding the drive-in gives it an unusual appearance of permanence.

Low Herb Covers The L. A. District

(In this installment, LEW HERB, traveling EXHIBITOR representative, continues with his report of his visit to Los Angeles.—Ed.)

In the 20th-Century Fox office, in the new exchange building on 20th Street, we met Clyde Eckhardt, who operates this branch under the supervision of



LEW HERB

Herman Wobber, division chief, who headquarters in San Francisco. A veteran of over 50 years in the industry, Eckhardt is aided by Morris Sudmin and a crew consisting of Bjorn Foss, Mel Anderson, B. F. Robinson, and William T. Wall, sales staff; Elmer Youngs, head

booker, and his crew, Jerry Aikin, Leon Blender, James Utterback, and James Cole. This new building, completely air-conditioned, has modern booking stalls, separate offices for salesmen, screening room, and is comfortably sound-proofed.

At RKO, we met western district chief J. H. McIntyre and his crew, headed by Harry C. Cohen, with Frank Schiendler as office manager. On the sales staff are Harry Levinson, Eddie Ashkin, Bernie Cobb, Johnnie DeCosta, and Wendell Bjohman. Levinson serves as sales manager, and Schiendler, formerly branch head with Screen Guild, returned recently to the company after an absence of four years. He had previously been with RKO for 16 years. The booking staff consists of Howard Clark, head booker, with the aid of Lew Largey, Leo Jensen, and Sally Miller.

Next door, we dropped in at Realart, owned and operated by Irv Levin and Charles Kranz, with Harold Goldstein serving as office manager-broker and Bruce Miller as salesman. Kranz is a veteran of 35 years in the industry, while Levin has five years service, beginning at the end of World War II.

At Eagles Lion Classics, we ran into an old friend, Jimmy Haendel, district manager, who headquarters in San Francisco. The rest of the ELC crew is composed of Harry Mandell, sales manager; Alex Cooperman, a former Philadelphian, office manager-head booker; Dick Carnegie, Stanley Lefcourt, and Jack Katz, salesmen, and Andrew Hedrick, booker.

Paramount is headed by Al R. Taylor, Ralph Carmichael serving as assistant branch and sales manager. The post of office and booking manager falls on the shoulders of Gene Buerman, and his staff includes Ernest Kirkpatrick, James Merry, and Harlan Brunt. The sales staff consists of Max Facter, Chuck Newman, and Robert Abelson. At U-I, William Marriot heads the branch aided by Edward Cooke as office manager. The sales staff consists of Lon Hoss, Carl Miller, Tony Fursee, Don Gillan, and Jack Zamsky, who recently transferred from Salt Lake City. The booking

(Continued on page NT-4)

Dallas

Interstate Circuit announced that it plans to install large-screen theatre television equipment in key stands in Dallas, San Antonio, Tex., Houston, Tex., and Fort Worth, Tex., in time for showing exclusive "live" telecasts of football games next fall.

J. T. Hughes, city manager, Interstate Theatres, Brownwood, Tex., was recently installed as president, Chamber of Commerce. . . . The new Westcliff, Fort Worth, Texas, had its grand opening. It is located in the new Westcliff shopping center. The new theatre is equipped with cry room, new Cycloramic screen, snack bar, and modern restrooms, and has a parking lot for 500 cars.

Denver

E. J. Ward, assistant manager, Jewel, and before that a long-time theatre manager, was in St. Luke's Hospital. . . . Hall Baetz, Fox Intermountain Theatres city manager, was given an award for his efforts in behalf of the recent intensive marine recruiting drive.

Ralph Batschelet, Paramount manager, is on the committee named by the mayor that will try to arrive at salaries that should be paid top city officials. . . . Elmer Martel, Billings, Mont., has been given an okay to build a drive-in at Loveland, Colo. . . . J. C. Parker, Dalhart, Tex., theatre owner, is putting the finishing touches on his 350-car \$65,000 drive-in in readiness for a spring opening.

Floyd Brethour, ELC booker, and Miss Bobby Spahn, secretary, Monogram, will be married on March 17 at St. James church.

Seen on Film Row were: E. J. Ward, Silver City, N.M.; Leon Coulter, Loveland, Colo.; Mr. and Mrs. Lloyd Kerby, Worland, Colo.; Ed and Russell Schulte, Casper, Wyo.; C. E. McLaughlin, Las Animas, Colo.; Neal Beezley, Burlington, Colo.; Mrs. Delpha Moreland, Simla, Colo.; Tom Murphy, Raton, N.M.; Elden Menagh, Ft. Lypton, Colo.; William Ostenberg, III, Scottsbluff, Neb.; R. H. Phillips, Indianola, Neb., and Sam Rosenthal, Buffalo, Neb.

Des Moines

Byron Hopkins, Sidney, Ia., purchased the Rex and Tem, Glenwood, Ia., from Karl S. Powers. Hopkins, who also operates the theatre at Bellevue, Neb., will take possession on April 1. . . . Fire destroyed the projection room of the Calmar, Calmar, Ia. . . . Mr. and Mrs. Harold Johnson, owners of the theatre at Centerville, Ia., are the parents of a baby son. . . . Myron Blank, president, Central States Theatre, Corporation, is vacationing with his family in Mexico.

Kansas City

William Gaddoni takes over the reins of the MGM branch on March 19, replacing Al Adler, relieved of the full responsibility of the office at his doctor's request, but who will continue as assistant to Gaddoni.

The Ways and Means Committee introduced in the legislature a bill to end

the state film censor board on the ground that it is "unnecessary."

Los Angeles

Mayfair, newly-formed film distributing company servicing 11 western states, announced the opening of an office at 2511 Wilshire Boulevard. Other offices will be located in San Francisco, Portland, and Seattle. Ready for release are, "The Bad Lord Byron," "Men of Two Worlds," "Daybreak," "Pink String and Sealing Wax," "Massacre Hill," and "Maniacs on Wheels."

Sally Miller, well-known RKO booker, has taken an extended leave of absence on the advice of her physician. She has journeyed north to the home of a brother, where she will rest for a few weeks before returning to her job. Victims of the virus bug included M. J. E. McCarthy, branch manager, Monogram, and Dale Clark, Southern California and Arizona salesman, Manley Popcorn Company, who was stricken while in Phoenix, Ariz.

Herb Turpie, western division manager, Manley Popcorn Company, announced the opening of a new branch office in San Francisco at 276 Golden Gate Avenue, sharing space with the Ed Rowden Theatre Service. The office is under the direction of H. L. Rice, the northern division representative for the past five years.

Mel Evidon, Columbia sales manager, recently moved into a new home located on Benedict Canyon, Beverly Hills, and has been spending his weekends landscaping. In order to get his TV set to operate, he had to put his aerial on a mountain in back of the house, located 900 feet away. Bill Warner, United Artists salesman, who suffered a heart attack, is still convalescing.

Francis Bateman, Republic west coast district manager, returned after visiting other coast exchanges. Tommy Charack, Lippert branch manager, returned after a visit to the Arizona territory, and reported that "The Steel Helmet" has been the biggest picture to date in the history of the exchange.

Fred Jack, western division sales manager, United Artists, visited the local exchange recently. W. E. Calloway, western district manager, returned after a visit to the coast exchanges.

Over 600 parents, guests, and Variety Club members attended the second annual "Awards Night" held by Tent 25 in the Variety Boys Club when about 150 boys who accomplished outstanding achievements during the year were rewarded for their efforts. Rod Cameron, Kirby Grant, several councilmen, and representatives from the University of Southern California were present, as was Captain Stein, head, Hollenbeck area Police District. Chief Barker Dave Bershon presented the "President's Award," and Sherrill Corwin introduced the guests.

The Variety Club's "On to Philadelphia Drive," now in full swing, will terminate on April 6 when holders will share in the prizes, which include a new Buick auto, television set and radio.

Proceeds from the drive will send several couples to the convention in Philadelphia, and the balance will be turned over to the Boys Club.

The Variety Club moved its large-screen projection television set from the club quarters to the Boys Club, where it will furnish more entertainment for the youngsters. . . . A. T. Rowe, Manley Popcorn Company, central division manager, and his wife stopped over briefly to visit Herb Turpie, while enroute from Kansas City to Hawaii. . . . State out-of-town exhibitors seen on Film Row recently included Joe Markowitz, Encinitas and Silona Beach; Frank Valuskis, Buena Park, and Paul Glick, Canoga Park and Reseda Drive-In.

The "Laff-Parade of 1951," second-annual benefit variety show put on by the LAMPS, Los Angeles Motion Picture Salesmen, will be held on May 21 at the Wilshire-Ebell. An all-star variety show promises this year to be even greater. Producer Cliff Harris, Monogram salesman, hopes to have Red Skelton act as mc, while Jane Russell will also be on hand to welcome the new "Queen of the Lamps," who will be chosen by the members. Proceeds go into the emergency relief fund of the local Colosseums. Tickets are \$2.40, \$3.60, and \$4.80, available from any salesman, or may be purchased at the theatre.

Milwaukee

Andy Pappas and Erv. Clumb, Towne, were in high gear here for Dick Powell's personal appearance. After the greeting (Hollywood style) at the Milwaukee Road depot, he was whisked off to the Hotel Schroeder for an hour, and thence to the Towne, where Powell made five appearances.

At a recent community meeting of the Future Farmers of America, Frank Ebert, owner, See-More, Seymour, Wis., was invited to be guest speaker. He chose to talk about the industry. To the members, the subject became more than just passing interest. An unscheduled meet took place a few days later, at which it was decided to sponsor "The Men" at the See-More.

The Ironwood, Ironwood, Wis., has been garnering some mighty important sponsors. . . . Over in Madison, Wis., the Strand put on a special PTA program for the kids, while the nearby Warner Capitol threw a giant Valentine party, with free valentines going to the first 500 kiddies. . . . In the Houghton-Hancock-Calumet, Wis., area, the Calumet held a merchant's free matinee.

Fox-Wisconsin's Valley, Menasha, Wis., has been sold to Harvey C. Hartwig, Milwaukee, according to an announcement made by Clifford Lorbeck, district manager. Hartwig is leasing the Valley to the Marcus group, which now operates the Brin, Menasha, Wis., Neenah, Neenah, Wis., the Viking and Varsity, Appleton, Wis., and the Highway 41 Drive-In, Menasha.

Minneapolis

Recent out-of-town exhibitors were Roy McMinn, Superior, Wis., and Gordon and Francis Aamoth, Fargo, N. D. . . .

Pioneer Theatres Circuit, Minneapolis and Iowa, renewed its contract with Altec. . . . The Tremann Circuit opened its new Strand, Preston, Minn. . . . Albert Pohl is operating the Cozy, Jeffers, Minn., while Fred Buffhan visits in the east. . . . M. Sargent is the new owner, Roxy, Clarkfield, Minn. . . . Earl Neumeister is making improvements and remodeling the Lyceum, Dupree, S. D.

Eddie Aaron, midwest division sales manager, 20th-Fox, was in. . . . Ben Blotcky, Paramount branch manager, returned from a Florida vacation. . . . Ted Mann, owner, World and Alvin, left for a combined business and vacation trip to Los Angeles, where he has extensive drive-in holdings with Donn Guttman. . . . Stanley Kane, executive counsel, North Central Allied, has been named by the suburb of Golden Valley as director of civil defense. He also is attorney for the village.

Oklahoma City

George J. Fisher, salesman in MGM's Dallas branch, takes over the supervision of the company's Oklahoma City exchange on March 19 from H. Russell Gaus, promoted to the managership of the Atlanta office.

Tommy Thompson, associated with his father, Glenn Thompson, Thompson Theatre Circuit, joined the air force, and reported to Ft. Worth, Tex. . . . Richard R. Rook, shipper, Paramount, resigned to enter the armed forces. He reported to Fort Sill, Okla., for Officers Candidate School.

O. F. Sullivan, Civic Theatres, Wichita, Kansas, was in booking and buying pictures for the Northwest Highway Drive-In. . . . W. B. Shuttee, El Reno, Okla., opening the El Reno Drive-In, El Reno, Okla., and Buffalo, Buffalo, Okla., returned from a vacation in California. . . . Jerry Johnson, son of Mrs. Fran Johnson, contract clerk, Paramount, was spending a furlough with his mother and relatives at Minco, Okla. He is with the 45th Division.

Due to it being Exhibitor's Night at the Variety Club, a number of state exhibitors were visiting: Mr. and Mrs. H. T. Burns, Opera House, Apache; Mr. and Mrs. L. D. Burns, Rio, Grandfield; Mr. and Mrs. E. R. Slocum, Rocket, El Reno; Mr. and Mrs. J. H. Hunter, Talbot Theatres, Tulsa; Floyd Strate, Rialto, Carmen; W. T. Kerr, Platt, Sulphur and Kerr, Davis; O. K. Kemp, Liberty, Poteau; Ray Hughes, Liberty, Heavener; D. M. Butler, Warner; Eugene Martin, Franroy and Alamo, Snyder; Don Abernathy, Royal, Fairview; W. B. Shuttee, El Reno Drive-In, El Reno; Glenn Gilmore, Jr., Nusho, Bixby; Jim Mote, Friendship, Sterling; R. V. McGinnis, Cozy, Tulsa; Bob Pfothenauer, Rex, Konawa; Bernard J. McKenna, Royal and Gem, Tulsa; Mr. and Mrs. A. A. Moulder, Criterion, Sapulpa; J. E. Jones, Sand Springs Drive-In, Tulsa; J. E. Stribling, Gem, Davenport; Mr. and Mrs. Dudley Tucker, Cimarron, Guthrie, and Sun, Pauls Valley; Mrs. Truman Ellerd, Ritz, Blanchard; W. F. Edmonston, Rex, Covington; Mr. and Mrs. Henry Walje, Star, Minco. Mrs. Laura Stewart, Ritz, Rush Springs; Miss Ruby Jones, Ritz,

Shawnee; Mrs. C. W. Duncan, Avalon and Redskin, Wetumka, and Charles G. Kemble, Deal, Wynnewood, and Seibert Worley, Liberty, Shamrock, Tex.

The Westminster Choir, Princeton, N. J., appeared at the Home, sponsored by the First Presbyterian Church.

At a meeting of Oklahoma Theatre Owners final plans were made for the convention on March 25-26-27. President Morris Lowenstein offered a detailed outline for the forthcoming meet. C. B. Akers, chairman, legislative committee, alerted the group to a possible enabling tax bill.

Omaha

Vincent Flynn takes over the MGM branch managership on March 19, replacing William Gaddoni, assigned to the managership of the Kansas City exchange.

It appears unlikely that Herman Gould will duplicate his Lincoln, Neb., drive-in operation here. The city planning commission first upheld his request for rezoning of some land on the outskirts. Now City Council has turned down his request. . . . James Schlatter is the new manager, Town.

Homer Daniels shifted from the managership of the Goldberg house, the Town, to the Ames. . . . Regina Molseed, with Fox office manager, won top publicity in "The March of Dimes" with her personal collection of \$65 saved in Roosevelt dimes throughout the year. . . . Pop Gehlson, Burke, S. D., exhibitor, is recovering after having a leg amputated.

Charles Elder joined the Paramount sales force from Des Moines. James Flaherty was moved to Chicago. . . . Joe Weiss, Warner salesman, has become booker-office manager, Columbia branch. He moved in after Marty Grassgreen stepped up to salesman when Mort Ives left to open his own independent booking agency. . . . The Variety Club installed officers at the annual dinner dance. In charge were I. M. Weiner, U-I manager; Bill Gaddoni, Metro manager, and Glenn Slipper, National Sound.

Portland

Pacific northwest drive-ins again open. . . . A. M. Dunlop for 19 years manager, Liberty, Astoria, Ore., part of J. J. Parker Theatres, resigned, and was succeeded by Kenneth Anderson, formerly with Sterling Theatres, Seattle. . . . Jack Matlack, J. J. Parker Theatres executive, was appointed to the executive committee, Portland Council of Churches. . . . Ralph A. Moyer, formerly of Collegeville, Pa., and eastern circuits, joined Jones' Enterprises as manager, Bagdad. . . . H. McNeil, owner, Plaza, is celebrating his seventh anniversary. . . . J. Francis, Newberg, Ore., was opening his Corral-Drive-In, operated in conjunction with two city theatres. . . . Many friends attended the funeral of Harold Glanfield, Jr., manager, Favorite. . . . John Lee shortly will open his new drive-in at Moses Lake, Wash. . . . Sammy Siegel, Columbia press representative,

was covering northwest spots on "Born Yesterday."

St. Louis

In Rushville, Ill., police authorities were looking for the burglars who broke into the Lloyd, carting away a safe containing \$200 in receipts. Lloyd Pearson, owner, expressed the belief the robbers watched the final show, and then hid in the building.

In Blue Mounds, Ill., the Pix recently put into effect a new plan under which a box of tickets purchased for \$1 will provide the same number of shows as \$1.20 would obtain at the regular daily rate.

In Flora, Ill., grand opening of the new Town may be delayed by the critical illness of one of its owners, Larry Spalding. The new theatre is a unit of the Flora Amusement Company, which also owns and operates the Florine, 700 seats, and the Roxy, 360 seats. The Town will have 500 seats.

The King Bee, operated for several years by Marvin Bank under a lease, now is being run by the building owner, Ben Pautlem.

In Stonington, Ill., Miss Lyle Epling, owner, Roxy, entered into negotiations looking to the sale of the theatre.

A number of the drive-ins of this area will again be used by various religious organizations for Easter Sunday sunrise services. Those drive-ins that will have their grand opening for the 1951 season on Easter Sunday night are in many instances including a motion picture with a religious theme or story as part of their program. Cliff Mantle, Triangle Films, who handles "Jesus of Nazareth," reports a number of bookings for Easter Sunday night.

Vince Schomaker, Centralia, Ill., purchased a half interest in Triangle Films Company for Cliff Mantle. . . . The film colony was grieved to learn of the sudden illness of Larry Spalding, Flora, Ill. . . . Sam Pirtle, Jerseyville, Ill., head Pirtle Amusement Company, entered the Missouri Baptist Hospital for a third major operation.

Out-of-town exhibitors seen along Film Row included: Bill Williams, Union, Mo.; Gus Boemler, North Alton, Ill.; Mrs. Regina Steinberg, Madison, Ill.; Joe Goldfarb, Alton, Ill.; Tom Baker, Bunker Hill, Ill.; Joe Katz, Benld, Ill.; Dean Davis, West Plains, Mo.; Marco Wolf, Fanchon and Marco; Paul E. Stehman, Winchester, Ill., secretary-treasurer, Mid-Central Allied Independent Theatre Owners; Rae McRae, Camp Point, Ill.; Clyde Hogg, Poplar Bluff, Mo., Drive-In, and daughter; Wayne Smith, owner, Egyptian Drive-In, Herrin, Ill., and Mrs. Smith; Herman Tanner, Vandalia, Ill.; Tom Bloomer, Belleville, Ill., and Buzz Magarian, East St. Louis, Ill.

Herb Bennin, MGM manager, and Mrs. Bennin left for a vacation in Florida. . . . Dean Davis, West Plains, Mo., exhibitor, went to Milwaukee, to attend an important conservation conference dealing with wild life.

William Humphrey, who, about a month ago, assumed his duties as office manager, Warners, is a pleasing addition to the film colony. . . . The Arcadia and Elks, Olney, Ill., Frisina Amusement Company, Springfield, Ill., collected \$359.85 for "The March of Dimes."

A spring style show was put on by the Ryan Style Shoppe, Salem, Ill., at the Salem. . . . Leo Keiler, president-general manager, Columbia Amusement Company, Paducah, Ky., on a visit with his mother in California, was taken ill and went into the Cedars of Lebanon Hospital, Los Angeles.

William Power, St. Louis district manager, Midwest Drive-In Theatres, controlled by Phil Smith, Boston, recently attended a drive-in conference in Kansas City. . . . Fanchon and Marco-St. Louis Amusement Company has made liberal use of television via KSD-TV for many months.

Back from Florida vacations are Mr. and Mrs. Lester Kropp, Wehrenberg Theatres, and Jimmy Tappella, owner, Ivanhoe, and Mrs. Tappella. . . . There was a big Missouri delegation to the grand opening of the Ritz, Blytheville, Ark., beautiful unit of the McCutchen-Rodgers Circuit. The opening to a special invited audience was followed by a reception and buffet supper in the Noble Hotel, Blytheville.

Ray Parker, manager, Parker's Skyline Drive-In, St. Louis County, back from a tour of duty with the navy as a lieutenant-commander in the Naval Reserve, will handle bookings for the new drive-in at Pevely, Mo., and also for the Skyway Drive-In, Mattoon, Ill., in addition to Parker's Skyline Drive-In.

Irvin Dubinsky, Savannah, Mo., interested in the Esquire, Cape Girardeau, Mo., and the Altwood Drive-In near East Alton, Ill., entered a western Missouri hospital for a minor operation. . . . The St. Louis Amusement Company plans to open its four-screen drive-in on the St. Charles Rock Road in St. Louis County about April 1.

The Vanita, Herculaneum, Mo., a 400-seater, is under new management. A. L. Burke, Lewistown, Mo., owns the building. . . . Mr. and Mrs. Donald R. Tolliver, Ritz, Cisne, Ill., were looking forward to a blessed event. . . . Corporal R. R. Clark, owner, Idaho, Sumner, Ill., called back to the army, is with our fighting forces in Korea. . . . Jules Leventhal, St. Louis exhibitor, seriously injured in an automobile accident, was to return home from the Jewish Hospital.

San Antonio

The Washington Guards, drill team, put on a special exhibition on the stage of the Majestic in connection with "The Steel Helmet." Lynn Krueger, manager, Majestic, officiated.

Exhibitors in to book Spanish language films included, Mr. and Mrs. E. Flores, Rio, Mission, Tex.; E. B. Wallace,

Kerrville, Tex., and H. R. Garza, Mexico, Rio Grande City, Tex.

R. R. Willoughby, owner-operator, Runge, Runge, Tex., is active in affairs of his town. He is mayor, president, Chamber of Commerce, and secretary, Rotary Club. . . . While movie patrons watched "The Man on the Eiffel Tower," a body came plunging down from the balcony at the Majestic, Vernon, Tex. No, it wasn't the man on the tower—but a patron from the balcony. He landed in the mezzanine aisle, uninjured. He paid a fine of \$10 for drunkenness.

Mr. and Mrs. R. B. Brocaw and Mr. and Mrs. H. C. Johnson purchased the Cole, Eagle Lake, Tex., from the Cole Circuit. . . . Bill Boren announced the opening of his new Westcliff, Fort Worth, Tex. The house has a 916-seat capacity and was built at a cost of \$200,000. J. D. Lynch, former manager, TCU, for Boren, has been named manager. Aubrey Lynch, a brother of J. D., will be manager, TCU. Boren announced that he will continue his "good neighbor" policy at the Westcliff. Any patron will be granted his admittance to seek children. They will also be admitted without any question if they forget to bring the change for a ticket.

Al Lever, city manager, Interstate Theatres, Houston, Tex., announced that a \$75,000 remodeling program is nearing completion at the Majestic. . . . Ben Ferguson sold his interest in the Hearne Drive-In, Hearne, Tex., to Frank Navels, his partner.

San Francisco

Max E. Youngstein, vice-president, United Artists, and national director of advertising, publicity, and exploitation, announced that Ann Del Valle has been assigned to the United Artists for special exploitation in connection with the opening of "The Sound of Fury." Miss Del Valle, assistant to Irving Rubine, Stillman's vice-president in charge of advertising and publicity, joins Mori Krushen's UA field exploitation staff for this assignment.

Seattle

Sterling Theatres discontinued vaudeville at its Palomar. It will play a straight double-feature second-run picture policy. Henry Armstrong's matinee performance was dedicated to Mrs. Frederic A. Danz, wife of the general manager, Sterling Theatres. She was in the maternity ward of Doctor's Hospital with a new son. The Armstrong show was tape-recorded, and played for Mrs. Danz at the hospital. When Armstrong appeared at the Palomar a year ago, Mrs. Danz, also was then in the hospital with a new baby.

Walter T. Coy, owner-operator, Center, White Center, Wash., and The Hi-Line, just south of the city limits, was arrested on a federal grand jury indictment charging him with income tax evasion. He appeared before the United States Commissioner, and was released on \$2,500 bond. The government charges tax evasion for the calendar years 1944, 1945,

1946, and 1947, with the evasions totaling \$27,879. In addition to operating the two theatres, Coy's hobby is under-water color photography.

E. L. Walton, who resigned as vice-president and assistant general sales manager, Republic, will make his home here. He was on The Row with Francis Bateman, western district manager, Republic.

Guy Michael sold his Hollywood to Richard Ballentine. . . . Mrs. Virginia Spier, Dillingham Commercial Company, was on The Row from Dillingham, Alaska, buying and booking. . . . F. M. Higgins and Lynn Peterson sold the Park-Y, near Kennewick, Wash., to Alroy M. Anderson. . . . Hal Glanfield, Eastern Washington salesman, Favorite, died in Swedish Hospital after a long illness. Funeral services were held in Portland. . . . Eddie Resnick has been appointed Eastern Washington salesman for 20th Century-Fox. He succeeds Jack Burk, transferred back to San Francisco. Burk took over temporarily after the death of Ray Ackles. Resnick came to Seattle from WB, Milwaukee.

Drive-Ins in Western Washington opening included the Sno-King, on the Everett Highway; The Fife, Fife; Harbor, Aberdeen, and Sunset, Olympia. . . . Helen Reynolds, secretary to Maurice Saffle, Saffle Theatre Service, returned from a visit with her parents in Yakima, Wash. . . . George de Waide, U-I branch manager, left for a manager's meeting in San Francisco. . . . Murray LaFayette was on The Row from Los Angeles. . . . Will J. Conner, executive vice-president, Hamrick Theatres, returned from Los Angeles.

Bills to limit admission taxes in counties, cities, and towns in the state to not more than one cent on 20 cents or fraction thereof were given final passage by the state legislature, and sent to the governor.

Lew Herb

(Continued from page NT-1)

staff includes Harold Whitman, head booker; Rene Amter, and Glen Berge. Barney Rose, division manager, headquarters in San Francisco.

Republic, part of the district under Francis Bateman, is headed by Jack Dowd, transferred here from Indianapolis, and aided by Carl Bryand, office manager. Salesmen include Roy Bassett, Fred Weimar, and Al Altshuler, while bookers are Wendel Overturf and Hal Gallatin.

Lippert is under the direction of Tommy Charack, whose staff consists of R. J. Cadman and Chet Reader, salesmen, and Mrs. Jeanette Nadler, booker. Monogram is a franchise operation, owned by Howard Stubbins and Mel Hulling, who also operate in San Francisco, Seattle, and Portland. This branch is headed by M. J. E. McCarthy, with Marty Solomon as sales manager. Cliff Harris and Murray Gerson round out the sales staff, while the booking chchres are handled by Jerry Logue and John C. O'Neill.

NEWS OF THE

Territory

BRANCHES

Cincinnati

Exhibitors attending the recent Variety Club luncheon for James S. Burkett, special representative, Jack Schwarz Productions, included Herb Ochs, Cleveland, Gus Babalis, Dayton, O., and the following from this city: Lou Wiethe, Vance Schwartz, Jack Keegan, Mrs. Pauline Corbett, Mrs. E. Blackwell, Rex Carr, Jim McDonald, Wes Huss, George Fetick, Jack Goldman, William Onie, Jack Onie, John Weinig, Jack Ackerman, Willard Gervers, Art Fine, Maury White, Bud Libson, Mike Spanagel, Murray Baker, Harold Raives, Nat Kaplan, and Allan Moritz.

A fine example of community public relations was the showing at the downtown Shubert of "I'd Climb the Highest Mountain" for the benefit of the building fund, Council of Church Women, who are raising \$300,000 for a Memorial Community Center. The film was donated by J. R. Rosen, 20th-Fox branch manager, and the house, which has been dark for several months, was opened for the showing by Maurice White. As a result of the cooperative promotion, the Council's fund was helped appreciably.

The Variety Club honored Peter F. Rosian, U-I district manager, with a testimonial dinner on March 5 in the Pavilion Caprice of the Netherland Plaza Hotel. Among the large number of guests were U-I executives A. E. Daff, C. J. Feldman, F. A. J. McCarthy, Maurice Bergman, and Charles Simonelli. Rosian has been transferred to the U-I office in Cleveland.

The Colosseum of Motion Pictures set April 30 as the date for its annual dinner and installation of officers in the Netherland Plaza Hotel. . . . Harry H. Young, former U-I branch manager and salesman, died recently in Columbus, O. . . . Ruth Bressler sold the old Liberty building in suburban Dayton, Ky., for business use.

Milton Gurian, Lippert branch manager; Jay Goldberg, Realart branch manager, and Allan Moritz, independent booker, were out of town on business. . . . Margaret Kiser replaced Patricia Mone as telephone operator at Paramount. . . . William Blum, U-I branch manager, recovered sufficiently from an operation for an injured neck disc to return to the office.

In town recently were: Harris Dudelson, Lippert division manager; Bob Snyder and C. J. Stutz, Realart's Cleveland office; Ray Moon, 20th-Fox division manager; Mat Matheson, eastern division manager, and Moe Dudelson, district manager, UA, and Fred Franke, ELC home office representative.



An avid trade paper fan since she was lid high to a film can, the daughter of Charles Truran, Jr., National Screen Service salesman for West Virginia, checks with EXHIBITOR for trade news.

Shirley Applegate, MGM bookkeeper, was married to James McMahan. . . . Barbara Krause, assistant secretary to UA branch manager Jack Finberg, was ill. . . . Tom Williams, one of the 12-year-old twin sons of Ross Williams, city salesman, UA, was convalescing from an emergency appendectomy. . . . Marie Ann Grace is the new secretary at Cooperative Theatre Service, replacing Margie Baker, who has become secretary to Bill Borack, associated with Rube Shor in the new Tri-State Booking Service.

Visitors included Ray Toeffer, Winchester, Ky., who returned from a Florida vacation; Ross Filson and W. H. Bulmer, Point Pleasant, W. Va.; Frank Mandros, Cabin Creek, W. Va.; Clifford Thomas, Mountain Sterling, O.; R. J. "Ducky" Meyers, Chillicothe, O.; John Holakan and Gus Babalis, Dayton, O.; Moe Potasky, Troy, O.; Leo Kessel, Lancaster, O.; J. B. Stedman, Marietta, O.; Mrs. Mena Fleihman, Caldwell, O., enroute to Denver for a vacation; Herb Ochs, Cleveland, and Gus Metro and George Dellis, Portsmouth, O.

Cleveland

Charles Baron put on a big campaign on "Cyrano de Bergerac," Lower Mall. The Motion Picture Council of Greater Cleveland included a herald on the picture in its March bulletin. . . . Robert Welchhaus, director, Cinecraft Productions, will discuss three of the Hollywood series, "The Movies And You," at the March 15 meeting of the Motion Picture Council of Greater Cleveland.

"Uncle Tom's Cabin" will have a splash Cleveland opening on April 8 when it plays a day-and-date run at three General Theatres houses, the Southern, Detroit, and Sun. The deal was set by John J. Bendle, sales representative, A. G. Constant Circuit, Steubenville, O., which controls the picture in this area.

E. J. Stutz is back from a trip to Cincinnati where he arranged bookings on "Bitter Rice." . . . Wallace E. "Doc" Elliott has been transferred from city manager, Warner Theatres, Lima, O., to city manager, Warner Theatres, Charleston, W. Va.

Max Mink, RKO Theatres district manager, is staging a horror show at the RKO Palace at midnight on April 13. . . . Only seven Cleveland theatres are still open on a part-time policy, the Union, Ritz, Milo, Jewel, Norval, Denison Square, and Standard. The Corlett, a Paul Gusdanovic, Circuit house, is closed.

Ray Watts, Star, Delaware, O., was a visitor. . . . Al Sunshine, president, Advanads Coming Attraction Cards, has developed a water-proof shadow box for use in drive-ins. . . . Co-operative Theatres of Ohio added the following new state service accounts: Carlisle Drive-In, Oberlin; Mid-City Drive-In, Ravenna; Gala Drive-In, Sawyerville, and Royal, Oak Harbor. . . . Dick Wright, Warner Theatres' assistant zone manager, was in Mansfield, O., on business.

George "Bud" Gilliam, Warner Theatres booker, who resigned to join the Schine Circuit as booking manager in Cincinnati, was guest of honor at a farewell dinner staged by his associates and friends at the Theatrical Grill. Julius Lamm, president, Warner Club, was in charge.

Florence Jentner, secretary to Warner Theatres' contact manager, R. W. Knep-ton, was married March 10 to Al Schwartz, Paramount cashier. . . . Laura Kovach, secretary to U-I branch manager Lester Zucker, has been promoted to be secretary to U-I district manager Peter Rosian, now headquartering in Cleveland. Jean Falk has been appointed secretary to Zucker, succeeding Miss Kovach.

Mrs. Rachael Cangney, 87, mother of Mrs. Herbert Ochs and J. Stuart Cangney, Cleveland, died at the home of another daughter, Mrs. Verdi von Thron in Port Clinton, where Mrs. von Thron is postmistress and Democratic County Committee chairman.

Ernest Schwartz, president, Cleveland Motion Picture Exhibitors Association, presented a check for \$10,153.33 to Richard L. Kroesen, and Rudy Miller, state and county chairman, "The March of Dimes." The sum represents collections made in some 70 subsequent-run independent theatre members of the Cleveland Motion Picture Exhibitors Association.

L. C. Glaab and Mrs. Glaab, owners, Olympia and the former New Broadway, converted into a bowling alley, left for a vacation in Florida. . . . Drive-Ins in this area are hoping to be in full running order on Easter Sunday.

Harold Bodecker, owner, Maple Drive-In, Zanesville, O., and Mrs. Bodecker are taking a vacation in New York prior to the theatre's opening. . . . The Showmen's Committee, spearheading its public relations program, held a screening of "The Mating Season" for members of the Press Club in the Hotel Olmsted club headquarters.

Loew's Park inaugurated Wednesday Amateur shows to bolster midweek business. . . . John O. Guthrie, erected a

12-foot high new neon sign over his Karolyn, New London, O., which he designed, manufactured, and installed himself.

The News' \$1000 movie contest had five weeks of daily newspaper publicity when it was concluded on March 12. There are 26 prizes ranging from a \$300 first prize to \$10. This is the biggest project launched to date by the Showmen's Committee, headed by Henry Greenberger.

Paul Olszeski purchased the Arcade, Dillinvale, O., from Val DiNoble. Then he closed his smaller Rex.

Ray Brown, Sr., 57, veteran showman and southern Ohio district manager for Warner Theatres, died suddenly of a heart attack while seeing a picture in the Ohio, Lima, O. He is survived by his wife, a daughter, Dorothy, now a civilian employee of the Air Force, Dayton, O., a son Ray, Jr., manager, State, Cuyahoga Falls, O., and two grandchildren. Funeral services and burial took place in Springfield, O., where he made his home.

Philip Kendis, 79, former head, Exhibitor Poster Rental Company, died at his home in Shaker Heights. He had been in fair health since his retirement seven years ago when he sold his business to National Screen Service. Survivors are his wife, Tille; a son, LeRoy of Associated Theatres Circuit, and two daughters, Mrs. Mabelle Fine, Cleveland, and Mrs. Fannie Falk, Detroit.

Paul Bader, owner, Memphis, signed a contract with the Casino Film Exchange, New York City, to exhibit a complete German motion picture program four days every week. After several weeks trial, Bader decided to run the German films as a permanent policy.

Detroit

The average regular movie patron is in the \$3,000-\$4,000 income bracket, and is about 40 years old, it was indicated in the returns of 22,600 entries in a \$50,000 quiz contest sponsored by 123 Detroit movie houses. Contest chairman David M. Idzal pointed out the main object of comment in the contest entries was admission prices, with patrons stating their movie going was limited considerably by recent price rises, mainly at neighborhood houses. Day-and-date-booking by subsequent houses also drew unfavorable comment. Some said the picture of their choosing would often be at a remote theatre while nearby houses all played the same program. Numerous entries showed the novelty of television is beginning to wear off, and patrons are returning to the theatres.

Ted O'Shea, vice-president, Paramount, was in for a sales conference with Michael Simon, Paramount exchange. Howard Minsky, division manager, accompanied O'Shea.

Lew Wisper and Frank Wetsman, owners, W and W Theatre Circuit, bought the swank Walbri apartment building, built by Walter O. Briggs, head, Detroit Tigers and Briggs Manufacturing Company.

Editors and columnists received large bowls of lemon drops, in conjunction with "The Lemon Drop Kid."

Detroit's first-run art house, the Cinema, is due for a complete remodeling job. The 457-seat theatre will be reseated to accommodate 500 people.

Robert Lamb, Paramount salesman for 10 years, left for duty with the navy as a lieutenant junior grade. Lamb has been in the naval reserve. He will be stationed at Monterey, Calif., for the next three months.

To publicize "September Affair," Milton Hale, Paramount, sent all newspaper critics and disc jockeys a pressing of "September Song." . . . The 40-year-old Monroe finally closed. Edward Jacobson, who operated the house for the past several years, recently slashed the regular admission price to 10 cents in an effort to keep the house open.

Saul Korman disposed of Columbia and Atlas. . . . Leon Weingarden, partner in the Guild Theatre Corporation, operating the Coronet, sold out his interest to Albert Dezel. Sam Carver will continue to manage.

Walter B. Dodge, relief manager, Saul Korman Circuit, died recently in Indianapolis. He was former manager, Chic, before joining the Korman Circuit. He is survived by his wife.

University of Michigan's practice of allowing television pictures to be shown only in theatres where admission is charged was under fire in the State Senate. A bill has been introduced prohibiting any state-supported institution from televising events unless the pictures are made available to the public without charge.

A committee of six officers and directors from the Variety Club journeyed to Ann Arbor, Mich., to confer with members of the medical staff of University Hospital on plans for release and rehabilitation of child cerebral palsy victims confined to institutions for the insane or feeble minded. The pilgrimage served to set in motion the VC project for 1951, an emancipation plan by which these "living dead" victims of cerebral palsy will have their chance to lead normal lives. The Variety Club has set up an "adoption plan" to help those who can be rehabilitated. The plan provides that those doing the adopting will underwrite the cost of this care. The club has pledged itself to raise among its members enough money for the clinic at Ann Arbor to handle the cases of those cerebral palsy child victims who can be brought back to a normal world and a normal way of life. The committee to Ann Arbor included Lew Wisper, W and W Theatres; Adolph Goldberg, Community Theatres; C. L. Euermele, General Theatres Service Corporation; Lou Mitchell, Kilbride Theatres; David M. Idzal, Fox, and Earl J. Hudson, United Detroit Theatres.

Lew Wisper, Wisper and Wetsman Theatres, who recently purchased the Walbri Apartments, is following the

same policy laid down 25 years ago by the apartment house builder, who said he would only rent to couples with children below five.

The Film Exchange building, center of industry activities for the past quarter century, is under new management for the second time in two years. Emanuel Seidler, lawyer, acting as trustee for undisclosed principals, appointed S. N. Cohen as active manager. The building's ownership first changed hands following the death of Walter R. Stebbins, former owner and manager, in June 1949. Irving Golden, who took over a few months later, has withdrawn from the operation. Mrs. Clara Stebbins remains in the office now located on the fifth floor.

Classic Cyrano de Bergerac, after all these years, has finally been psycho-analyzed. Into the Cinema office of manager Neil Talling walked a plastic surgeon. He wanted to borrow a profile picture of Jose Ferrer made up in the plastic nose he dons for the film now showing. Reason for this request, he explained, is that he wanted to have a slide made of "Cyrano." This he would show to patients contemplating nose operations. Big noses, the doctor added, often make for an inferiority complex. If Cyrano had had his nose operated on, there would have been no play and no movie, the doctor added, with a smile.

Indianapolis

Manager Bernard Brager, Republic, attended a district meeting in Chicago. . . . Charles Acton, Republic salesman, is the father of a baby boy, born on March 1 at the Methodist Hospital. This is his second. . . . Mary Hilond is the new office manager's stenographer, and Carol Morris is the new biller at Columbia.

Olive Alte, contract clerk, Columbia, was stricken with influenza. . . . Jules Chapman, in charge of exchange operations, ELC, was at the exchange. . . . Members of the Allied Theatre Owners of Indiana, Inc., board of directors, held a meeting and luncheon at the Indianapolis Athletic Club. . . . Two new members have been added to the list of exhibitors, Mike Make, Air-Line Auto Theatre, Winchester, Ind., and Hugh Kiesler, Pal, Palmyra, Ind. . . . The Variety Club, closed for a general re-decorating, opened.

Ernest Tanler, Rex, was seriously ill with a heart condition. . . . Jack Van Borssun, Savoy, Terre Haute, Ind., was on the sick list. . . . Most of the drive-ins are preparing to open on March 24. . . . Herman Morgan, salesman, Realart, resigned. . . . Pete Dawson is now associated with Edward Campbell, American Drive-In.

Mara Lynn, actress formerly of Winchester, Ind., became an Iroquois Indian in a ceremony performed by Chief Split Cloud on the Lyric stage. . . . There was a special screening of "The Magnificent Yankee" at Loew's for the members of the General Assembly and their wives.

Manager Howard Rutherford was the genial host.

Exhibitors buying and booking were: George Reef, Mallers Circuit, Fort Wayne, Ind.; William T. Studebaker, Logan, Logansport, Ind.; Harry Van Noy, Van Noy, Middletown, Ind.; Edward Campbell, Campbell's drive-ins, Louisville, Ky.; Pete Dawson, Shawnee, Louisville, Ky.; Tom Goodman, Goodman Circuit, Corydon, Corydon, Ind.; Walter Weil, Weil, Greenfield, Ind., and Hobart Hart, Court, Auburn, Ind.

In Wabash, Ind., movie fans now will have to take their films straight or stay home. The "Bank Night" feature has been ordered discontinued by police.

Four major downtown theatres changed ownership when Ben Cockrell, former Indiana exhibitor now of Denver, purchased controlling interest in the Circle, Indiana, Lyric, and Keiths. Cockrell assumes his duties as the new president, Greater Indianapolis Amusement Corporation. As president of Denham Theatres, Inc., Cockrell purchased his interest in the theatres from Gamble Enterprises. The remaining portion of the theatres is held by the Fourth Avenue Amusement Corporation. Louisville, Ky. The new president of Greater Indianapolis Amusements Corporation operated theatres in various parts of Indiana from 1919-29, and served as president of the old Associated Theatre Owners of Indiana, Inc., in 1926 and 1927.

Pittsburgh

Republic division manager Walter L. Titus, Jr., was in for a sales meeting at the William Penn Hotel accompanied by New England division manager John P. Curtin. Branch managers I. T. Sweeney, Pittsburgh; I. H. Pollard, Cleveland; George H. Kirby, Cincinnati, and Sam Seplowin, Detroit, attended.

Matthew Daniels has been named UA office manager. Daniels, promoted from UA's home office playdate department, replaces J. Patterson, resigned.

The Fulton gets the world premiere of U-I's "Up Front" Easter Week. Tom Ewell and David Wayne, the two stars, are expected with other personalities. . . . The Casino, burlesque house, recently tried a vaudeville policy which wasn't successful. The house plans to reopen on Easter Monday with burlesque shows.

Ralph Pew has been named manager, Squirrel Hill. Harry Brady, former manager, moves to the Strand. Pew comes from Parkersburg, W. Va., where he managed a Warner theatre.

The Dave Walds, he's the 20th-Century-Fox salesman, are the proud parents of a girl. . . . National Screen Service branch manager Jerry Nathan and salesman Bill Mack and Charles Truran were in New York for meetings.

A special section was used in the Newcastle, Pa., News to herald the opening of the new Hi-Lander. The theatre took a two-page ad with two other pages

being used by others welcoming the new enterprise.

William Finkel was renamed head, house committee, Variety Club. . . . Mrs. Sammy Spiranza, he's a booker for Warner Theatres, was in McKee Hospital for observation and surgery. . . . The Ladies Theatrical Club was host at the Friday night open house party. . . . Corinne Kessler is the new secretary to personnel director Charles Comar, Warner Theatres. . . . Jay Feinberg, son of Sam Feinberg, Alexander Film Supply, is in the army, training at the Lackland Air Base, Tex. . . . The sister-in-law of Ben Steerman, Warner Circuit executive, was married in California. Inasmuch as the strenuous journey that far west, they celebrated in Pittsburgh with a party, inviting relatives and friends

Harold V. Cohen, drama and motion picture critic and editor, The Post Gazette, the town's only morning paper, is becoming quite a television and radio personality. Recently he was seen every evening on beer company news show interviewing personalities who will appear in the same company's half hour shows each week. He also has been signed to m.c. one of these shows. Cohen also appears on a quiz show with Karl Krug. The Sun Telegraph critic, once a week, and does a radio show with his wife for the same beer company once a week.

Tickets for Mario Lanza's concert here went so fast and the demand kept increasing for tickets when there were none, that the management presenting him was selling tickets for the afternoon rehearsal.

Ann Oretoe, ex-cashier, Liberty, and Martha Saunders were added to the Harris Circuit home office auditing department. . . . Norman Lougee was sent in by the 20th-Fox home office as a student salesman.

Freddie Serrao, Circle, New Kensington, Pa., is the proud father of a baby girl, his second. . . . Rudy Navari, Eastwood, is planning to use three-sheet posters in a large area around his theatre. . . . Our traveling scout advises the following state road conditions; watch out for a speed trap on route 19 through Warrendale; Route 98 from Meadville to Fairview and Erie is badly chopped up, and driving is dangerous. Route 19 is suggested as it is now open all the way.

Howard Shaffer, assistant manager, Dipson, Bradford, Pa., has been promoted to manager in Buffalo. . . . Peter DeFazio, former salesman in this territory and now Buffalo branch manager, was promoted to Washington in the same capacity.

Bert Stearn, head, Cooperative Theatres Booking Service, was called to Miami, Fla., by the sudden death of his brother-in-law, Herman Leffert, Cleveland.

Andy Battison is handling the religious film, "Messenger of Peace," in this area, and getting a lot of bookings during Lent. . . . Robert M. Dale has been

transferred from the Liberty to the J. P. Harris, downtown Pittsburgh. He is assistant manager. . . . Max Shulgold returned from a New York trip, where he made arrangements to handle "The Birth Of A Nation" in this territory.

Andrew Malanas, Urban, East McKeesport, Pa., announced that the projected twin drive-in his father had planned near East Pittsburgh or Route 30 will not be built. Over \$100,000 has been invested in the land.

The regular monthly board meeting of Allied of Western Pennsylvania was held with Morris Finkel, board chairman presiding. A report on the National Allied board meeting was discussed. . . . Mrs. Perry Nathan, he's the National Screen Service manager, left for a visit to her home town, Colorado Springs, Col.

Loew's Penn booked a stage show. . . . Film Row is talking about the business the Plaza, Erie, Pa., did on "Toma-hawk." Dipson, who operates the house, bid for the picture, and was awarded the first run. The Plaza is a new theatre in a new shopping district four miles from downtown Erie, and it can park 3000 cars.

Vince Corso has taken on the booking and buying for the Karen. Nick Melucci has been operating the house for the past year. . . . The Warner was host at the usual Variety Club "Family Night." . . . John Malco reopened the Heights, Crafton, Pa., with new carpet.

The Victor, McKeesport, Pa., was the latest theatre to have an attempted robbery. Thieves were unable to get into the safe.

Ted Grance was reelected president, Drive-In Theatre Association. Max Arnold was elected vice-president, Ernest Stern, treasurer, and John Robb, secretary.

The McKee remains closed after a fire did about \$100 damage three weeks ago. . . . M. A. Rosenberg is now at home in McKeesport, Pa., and would like his friends to know that he is able to receive visitors.

John Walsh, Fulton manager; William Elder, Loew's Penn manager; Henry Berger, Warner Theatres advertising manager, and Wally Allen, Allied business manager, had a luncheon meeting at the Duquesne Club with Andy Bernhart, editor, and Herb Weyman, advertising manager, The Post Gazette. Plans to give films more publicity and advertising were discussed.

Kentucky Louisville

The Fourth Avenue Amusement Company, is completing a new screening room in the Strand building here.

Seen on the Row were: C. C. Simms, Loretto, Ky., owner-general manager, Lebanon Drive-In, Lebanon, Ky.; Don Steinkamp, French Lick Amusement Company, French Lick, Ind.; Jay Bur-

ton, Rex, West Liberty, Ky.; Phil Thompson, Twin Drive-In, Horse Cave, Ky.; E. L. Ornstein, Rialto, Marengo, Ind.; Mr. and Mrs. A. H. Robertson, Majestic, Springfield, Ky.; R. L. Gastrost, Victory, Vine Grove, Ky.; and Bob Enoch, State and Grand, Elizabethtown, Ky.

Going into the completion stage was Fred Belcher's new Family Drive-In now under construction at Charlestown, Ind. Equipment is being furnished by the Falls City Theatre Equipment Company.

The Cozy presented Louisville's own "Our Gang" comedy, incorporating Louisville talent, and filmed in one of the parks here. . . . George Jaeggars, formerly manager, Elks, New Albany, Ind., has been transferred to Seymour, Ind., to assume the managership of the Majestic.

W. E. Gross has been appointed manager, St. Clair, Lebanon Junction, Ky., replacing Edwin St. Clair. . . . One theatre in the state is offering free tickets to the honor students during various periods.

Two stench bombs and a brick were tossed through the boxoffice window of the Scoop, scene of a labor dispute. Manager Lloyd Mills said it was the second stench bomb at the theatre, the other one being exploded in the auditorium while a show was on. Picketing of the theatre continued.

New manager at the East Side Drive-In will be Jimmy Robertson. . . . Charlie Wells, Jr., Falls City Theatre Equipment staff, returned from Nashville, Tenn., where he participated in the annual Melrose Bowling Tournament.

Prior to the formal showing of "The Next Voice You Hear" at the subsequent run Cozy, Crescent, and Airway, a special morning screening was held at the Airway. . . . J. E. Elliott, owner-manager, Cardinal, Hodgenville, Ky., was part of a delegation of 175 or more fans from Hodgenville who came to Louisville to honor Bobby Brown, U of L basketball star.

Charter has been granted to the Somerset Drive-In theatre Company, Inc., Somerset, Pa., \$75,000 capital stock. Incorporators are K. E. Otto, Hogan Theatre, and J. T. Pollard.

Out-of-town exhibitors seen recently included: L. M. Denton, Shepherd, Shepherdsville, Ky.; E. L. Ornstein, Ornstein Theatres, Marengo, Ind.; Eric Hammel, Shelby and Burley, Shelbyville, Ky.; Jay Burton, Rex, West Liberty, Ky.; Bob Enoch, State and Grand, Elizabethtown, Ky.; Lewis Baker, Star, West Point, Ky., and Mr. and Mrs. Tex Richards, State, Crouthersville, Ind.

A new policy of four changes a week was launched at the State, Danville, Ky., upon the return of William Sontag as manager.

Ohio Columbus

Ohio theatre owners were urged by P. J. Wood, secretary, Independent Theatre Owners of Ohio, to withhold COMPO dues payments until the matter of "taxation without representation" be clarified. . . . Harry Young, former U-I saelsman in the Cincinnati area, died in White Cross Hospital.

At a meeting of the Ohio Drive-In Theatres Association at the Deshler Hotel, a program for the defeat of two state admission tax bills was launched. Also discussed was plans for an outdoor advertising program led by Jack Braunagel, Commonwealth Theatres. Frank Nolan, president, was in charge.

Downtown first-run theatres increased their Monday through Friday evening adult admissions to 70 cents. Previous admission was 64 cents. The Saturday, Sunday, and holiday price, 70 cents, has not been advanced. . . . "Founders Day" was observed at the recent meeting of the Columbus and Franklin County Motion Picture Council. Mrs. C. M. Valentine, only living founder of the council, was guest of honor.

Columbus city admission tax receipts in 1950 amounted to \$106,798.60, a reduction from the 1949 figure \$135,364.85. . . . P. J. Wood, secretary, Independent Theatre Owners of Ohio, declared that while he is "opposed to censorship in principle, and is in favor of repealing the Ohio censorship law," he believes that while the law is in effect it should be extended to television, as provided for in a bill introduced in the Ohio House of Representatives by Representative John Kilbane, Democrat, Cleveland.

In cooperation with other business interests, the Independent Theatre Owners of Ohio is preparing a bill to relax the Ohio laws regarding the employment of minors during the present emergency.

Springfield

The trade was saddened by the passing of Ray Brown, Warner Theatres' Southern Ohio district manager. He is survived by his wife, a daughter, a son, Ray, Jr., who is manager, State, Cuyahoga Falls, O., and two grandsons.

Pennsylvania Bradford

Mark "Fat" Sanders, Dipson's, is now spending a few hours at the theatre each day following a long illness. He used to weigh 300 pounds but now is down to 182.

Butler

Dick Kepler, former manager, Meade, Meadville, Pa., is managing Isaly's store at the junction of Routes 422 and 68, and requests all his film friends to drop in and say "hello."

Erie

J. Kenneth Blakely, Keller, Northeast, Pa., and the Grand, Westfield, N. Y.,

was expected to be allowed out of bed after a heart attack. . . . Dipson's Plaza announced an exclusive first-run policy in competition with the downtown houses.

Franklin

Mr. and Mrs. Ray Woodard, Kayton and Orpheum, left for a vacation at Sun Valley, a prize he won from MGM recently for the best campaign on "Duchess of Idaho."

Johnstown

The Notopolous Theatres Circuit introduced "Bingo" at the Strand, and Warners installed "Lucky" at the Majestic.

Plato Panagatocus, Park, changed the policy of his house. He formerly changed four times a week, and now is using but two changes each week, both double-feature programs.

Mercer

John Bello, son of Tom Bello, Nanty Glo, Pa., theatre manager, has been named manager, Blatt Circuit Liberty.

Nanty Glo

Three of the four coal mines here, which provide the only payroll in town, have run out, and are being dismantled. The fourth mine, regularly employing 1100 men, is now down to only 400 with the installation of mechanized equipment. As a result of curtailed business, Blatt Brothers closed the Liberty except for two days a week.

Tom Bello, manager, Capitol, is giving away two television sets a month.

Newcastle

John Favorite opened his new Highlander, to a large crowd. He also operates the Blue Sky Drive-In near Elwood City, Pa.

Scottdale

John E. Bixler, was called back from Florida to be with his 82-year-old father who had a major operation in Pittsburgh. Bixler runs the Strand and Arcadia, and had planned a new 700-seater until government controls were put into effect.

Sharon

Harry Stahl is still hospitalized as a result of a heart attack, and is seeing only members of his family. He runs the NuLuna.

Slickville

Clyde Waugaman closed the Liberty for an indefinite period.

West Virginia Charleston

West Virginia's Senate passed and sent to the House a bill which would reduce from three to two per cent the amusement tax authorized for local imposition in cities with home rule taxing powers.

Drive-ins through the territory were preparing to open up for the spring, summer, and fall season.

NEWS OF THE

Territory

Boston

Crosstown

Anthony Dexter, star of Columbia's Edward Small Technicolor production, "Valentino," was in to help launch the Red Cross Drive at Symphony Hall. Elizabeth Taylor and James Dunn were among other stars appearing.

Independent Exhibitors, Inc., urged members to back COMPO as pledge cards were sent to members. It was pointed out that National Allied had endorsed COMPO, and IE requested its members to do likewise.

The first leg of a scheduled nationwide personal appearance tour by Thelma Ritter, star of Paramount's "The Mating Season," got under way here. A heavy round of radio appearances, press interviews, and other varied promotional activities was set up. Planned by Jerry Pickman, Miss Ritter's scheduled coast-to-coast series of personal appearances is designed to introduce her personally to the critics and the public as a further means of capitalizing on her newly won reputation as the nation's top movie comedienne. Details of Miss Ritter's tour were handled by special representative Arnold Van Leer.

The Laffmovie, formerly the original B. F. Keith vaudeville house, has been bought by The Boston Herald-Traveler Corporation, and will be razed pending easing of government's building restrictions. It is expected that when restrictions are lifted, The Herald will build an addition to the plant on the property. The house, which dropped vaudeville in 1928, when the RKO Memorial opened, has been the Lyric and for a brief spell, the Normandie Ballroom, winding its career as the Laffmovie.

Charles S. Howard, The Globe, dean of Boston drama, music, and motion picture critics, died at his home in Allston, Mass., at the age of 87. A veteran of 60 years of show business reporting, he was one of the best informed and best loved newspaper men in the city. His acquaintance with those in the theatre and motion picture ranks was fabulous, and very few visiting celebrities failed to call on him when in Boston.

Drive-ins scheduled for early reopenings are: Cranston Auto Theatre, Cranston, R. I., March 15; Meadow Glen, Medford, Mass., April 1; Sunset, Rochester, N. H., April 6; Park Valley, Turner's Falls, Mass., April 12; Mallet's Bay, Vermont, April 13; Merrimack, Nashua, N. H., April 13; Rutland, Vt., April 14, and the newly constructed Fresh Pond, Cambridge, Mass., April 19.

Saul Rubin, handling publicity for "Chance of a Lifetime," Copley, had a



Mayor Daniel B. Brunton, Springfield, Mass., recently presented a key to the city to Anthony Dexter, who made a two-day personal appearance at the Bijou in behalf of Columbia's "Valentino." Harry McWilliams, Columbia exploiteer, was in charge of the event.

screening for 30 officials of CIO and AFL unions. Both groups formally endorsed the film, and urged members to attend with Lou Newman, manager, cooperating by offering reduced rates if tickets are purchased through union offices.

John McGrail, U-I field man, discovered Bill Mauldin's original "Willie" in the person of Joe Driscoll, Driscoll Construction Company. Driscoll, one of the most highly decorated men in World War II, offered McGrail one of Hitler's pajama tops and some of Eva Braun's personal effects to use in exploiting "Up Front," but McGrail is stumped trying to figure out how to use them. Any suggestions?

The Cobb, reputedly the fourth house to be built in Boston, closed. . . . Mrs. Betty Hood, Affiliated, is still marveling at the plush appointments of the S. S. Queen Elizabeth, which she looked over recently while bidding "bon voyage" to her son, William.

Briggs Open-Air, Dalton, Mass., whose screen was destroyed during the big wind last fall, is replacing it with a new type screen sheltered in such a way to enable theatres to operate before full darkness has set in.

Maurice Sidman, a vet of 30 years in the industry, has been appointed manager, Richmond and Stern's Colony, Lynn, Mass. He plans to introduce such gimmicks as "Country Store Night,"

New England Bowling

BOSTON—The seventh week of the second half of New England's Theatrical Bowling League found New England Theatres tied for first place with Independent Theatres, with Harry's Snack Bar in second place, Macaulay American Legion Post in third, American Theatres tied with MGM for fourth position, and Affiliated Theatres trailing with RKO.

Standings to date show:

Team	Won	Lost
NE	22	6
Inde.	22	6
HSB	16	12
Leg.	14	14
Amer.	12	16
MGM	12	16
Aff.	7	21
RKO	7	21

INDIVIDUAL AVERAGES

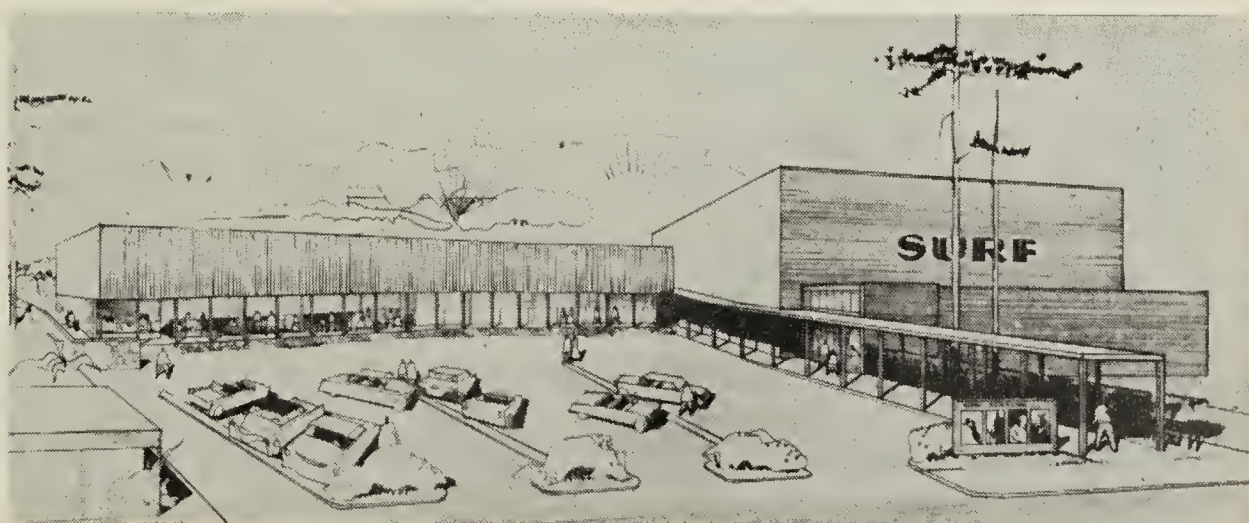
Plunkett, NE 97.3	Arsenault, NE 86.0
Serra, Inde. 94.4	Young, Inde. 85.7
Burlone, NE 93.6	McGerigle, RKO ...84.9
Freeman, HSB ...93.4	Rahilly, HSB 84.6
Romanoff, NE 92.8	Spingler, Leg. 84.2
Fahlbusch, NE ...90.6	Anderson, HSB ...84.2
Hill, Inde. 90.2	O'Hara, RKO 83.9
Rathgeb, MGM ...90.0	Alfano, Amer. 83.9
Morton, HSB 89.8	Feinstein, Amer. ...83.8
Levin, Inde. 89.6	LaCross, RKO ...83.3
DeBrueil, Amer. ..87.9	McGowan, MGM ...82.9
Hochberg, Aff. ...87.7	Cavicchi, Leg. 82.8
Vieira, Leg. 87.5	Rowe, Aff. 82.3
School, MGM 87.4	Castro, HSB 81.4
Smith, RKO 87.4	McCarthy, Amer. ...80.7
Farrington, Aff. ..87.3	Dooley, Leg. 79.9
Field, Aff. 86.1	MacIntyre, Amer. ...78.4
Goldman, Aff. 86.0	Oberman, MGM ...71.5
Fineberg, MGM	70.9

HIGH SCORES

Singles: Saver, Leg., 116-109; Romanoff, NE, 111; Feinstein, Amer., 111; McCarthy, Amer., 109; McGowan, MGM, 104; Feld, Aff., 103; Hill, Inde., 103; Serra, Inde., 101; Plunkett, NE, 101. Three strings: Saver, Leg., 314; Romanoff, NE, 300.

"Auction Night," and dish deals. He replaces Leonard Barrick.

The Harvard University students' Ivy Film production, "A Touch of the Times," was set for a terrific exploitation campaign preceding its first commercial showing booked for the Beacon Hill on March 15. College boys grabbed plenty of space in local dailies, placed panels in four public libraries, and have even jolted the sanctity of the Home Savings Bank with advertising material on display in the windows. The premiere is expected to take on a Hollywood aspect with the navy lending five huge spotlights, and TV shots, for later showing, were to be made of celebs and stars expected to make personal appearances. The theatre was compelled to install 16mm projectors for the film's run.



Above is an architect's drawing of American Theatres' new Surf, now under construction at Swampscott, Mass. The 1,000-seat stadium-type house will be the first unit to be completed in a new shopping district being erected on Swampscott's popular Fisherman's Beach. Circuit head Samuel Pinanski has set the opening for April 19.



Anthony Dexter, starred in Columbia's "Valentino," was met by a parade headed by a welcoming committee, left, and scores of teen age autograph seekers, right, when he arrived at Springfield, Mass., for appearances in connection with opening at the Bijou.

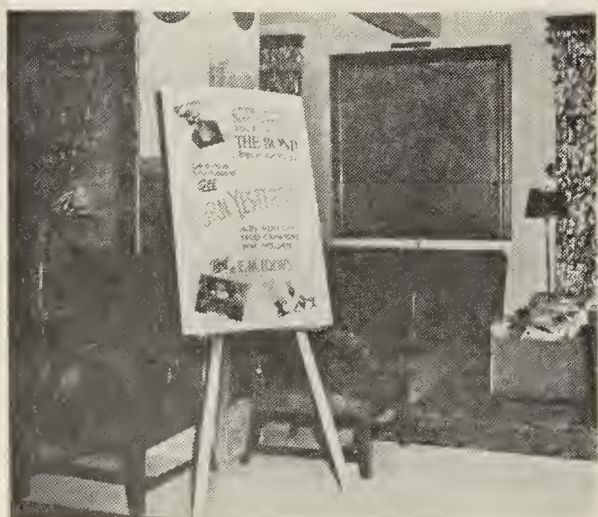


Film District

Frank Kelleher, booker, 20th-Fox, spent a weekend visiting his family in Albany. . . . Ernie Colarullo, booker, Affiliated, is on the mend following a minor operation. . . . The Stoneham, Stoneham, Mass., inaugurated talent nights as an added Wednesday feature. . . . June Rittenberg, 20th-Fox biller, is convalescing at home following a serious illness, and has been granted a temporary leave of absence. . . . Leon J. Levenson, ATC candy department, returned from a tour of Mexico and southern states. . . . Lorraine Whittemore has joined the clerical staff at 20th-Fox. . . . John Pekos, 20th-Fox salesman in Maine and Vermont, returned to work following a bout with the flu. . . . Margaret Leonard, film department, 20th-Fox, is back after absence due to illness. . . . Rita Walsh, formerly relief switchboard operator at ATC, has moved into the booking department of the circuit. . . . Joe DeMordica, Buzzards Bay, Mass., and Arthur Viano, Somerville, Mass., are catching themselves sunburns in Florida. . . . ATC ozoners in Saugus, Mass., and North Reading, Mass., are expected to reopen on March 24.

Charlie Cifre, salesman for Massachusetts Theatre Equipment, caught a 305 pound green sea turtle during his recent sojourn in Florida. He claims he ate so much of the meat he won't even wear a turtle neck sweater again. He brought the shell back as a present to boss Eddie Comi, which he is displaying with great pride.

Joe Sandler, manager, Kenmore, which booked 20th-Fox's "Of Men and Music,"



The Bond Hotel, Hartford, Conn., displayed this poster in its lobby as a tie-in with the recent run of Columbia's "Born Yesterday," at E. M. Loew's.

held different screenings for music critics, musical instrument distributors, music teachers, and women's clubs. . . . Clayton Eastman, former district manager, ELC, has been upped to eastern division sales manager for the company.

Nat Levy, eastern division manager; Frank Drumm, assistant eastern division manager, and Bob Folliard, eastern district manager, RKO, were in for sales confabs in connection with the "Ned Depinet Drive."

Phil Engel, 20th-Fox publicist, and Frank Glen, R. H. White, department store exploiteer, joined forces for a publicity campaign on "Bird of Paradise." The store is tying-in advertising of the film in newspapers, window displays, radio, and TV spots, climaxed by a huge Easter fashion show.

Jacob Asadorian, Manchester Drive-In, Manchester, N. H., plans to open on March 25. Around the district recently on a buying and booking visit, he reports the kiddie playground with sand boxes, swings, slides, etc., is nearing completion.

Joe Levine, Embassy, reports many first-run bookings of "Seven Days to Noon." . . . Phil Engel, 20th-Fox ballyhooist, spent several days in Providence, R. I., with Dave Levin, RKO-Albee, preparing publicity for "Bird of Paradise." . . . Clarence "Dutch" Millett, State, Bridgton, Me., applied for membership in Independent Exhibitors.

New Haven Crosstown

Manager Morris Rosenthal, Loew's Poli, was back after a hospital stay. He and his staff were busy lining up promotions for "Three Guys Named Mike." . . . Mrs. Shirley Amerlin Callendrella, formerly of the Dixwell, wrote friends from California. . . . H. Cohen scheduled an after-school show for the youngsters at the Dixwell. . . . The "What D'You Know?" movie and radio quiz program started at the Dixwell and Rivoli, and will continue for four weeks. Various merchants cooperated. . . . On a recent Wednesday, Thursday, and Friday, Major records were given out for a 10 cent service charge at the Whalley and Whitney. . . . Paul Klinger and his Bijou staff worked on bally angles for "The Steel Helmet." . . . The Strand

John B. Eames "Day" Set for March 16

LITTLETON, N. H.—John B. "Jack" Eames, manager-business man, will be feted at "John B. Eames Day," March 16.

Eames owns and operates the Jax, Colebrook, N. H., and Colonial, Bethlehem, N. H., and on March 17 will open the new Jax Jr., here.

In 1914 he went to Barre, Vt., and incorporated the Park Amusement company, and built the Park. He remained there as owner and manager until he came to Littleton in 1920. While operating the Park he also managed and operated the Playhouse, Montpelier, Vt., and the Magnet, Barre, Vt. In Barre, Eames organized and presented many concert tours in various Vermont cities. He purchased the Coral Star and the Premier, the latter being destroyed by fire in 1925. The new Premier was operated successfully until it was again burned in 1949. The latest theatre, the Jax Jr., has been under construction since last fall. "John B. Eames Day" will not only celebrate his activities as a theatre owner and manager but will give notice to his business accomplishments in the "North Country" of New Hampshire. He organized the Eames Realty company, an organization which controls real estate throughout the area. He owns the Eames Oil company and Thayers Hotel, and he constructed a nine-hole golf course on the Ammonoosuc River, known as the Eames Golf Course.

Aside from his business connections, Eames has taken an active part in politics. He was moderator here from 1928 to 1946, and selectman from 1941 to 1946 when he resigned as chairman of the board. He also served as state senator in 1937-38 from the third New Hampshire district. A member of the Rotary, Elks, and Masons, Eames has worked diligently in promoting skiing in the state. He was one of the powers behind the move which brought the Cannon Mountain Tramway into Franconia Notch, one of the state's most important skiing areas. In January, 1950, he deeded a section of land to New Hampshire on which is located a fine stand of white birch trees. This area is to be known as "Eames Memorial Park" in memory of his parents, Byron and Mary Richie Eames. Eames is married to the former Blanche Foss of Pittsfield and has two sons, John Byron Eames, Jr., and Jeremiah Foss Eames.

bowlers broke their recent bowling record with a 1061. . . . Walter Wilson, Paramount assistant, has been classified 1A. . . . Helen Pearce is now at the Paramount, filling the vacancy made when Hester Meyer resigned. Miss Pearce was an assistant manager, Paramount, during the war years.

Meadow Street

Karmichael, Inc., New Haven, will take over the Black Rock, Bridgeport, around Easter time, and operate it as the Art Cinema. Incorporators are Leonard E. and Clara Sampson and Robert C. Spodick, New Haven. . . . Both

Spodick and Sampson have done well operating the Lincoln and Crown with a foreign policy.

Herman M. Levy, MPTO of Connecticut executive, is one of the busiest fellows in the area. . . . The Branford, Branford, advertised a new screen. . . . All the equipment for the new Norwalk Drive-In, Norwalk, is in storage. It is believed that this outdoor theatre may be ready for opening in May. . . . 20th Century-Fox folk gathered at Ann Donner's home to honor Edwina Serfilippi with a party in honor of her getting married to Richard Petrillo on April 21. . . . Through the courtesy of manager William Pilot, Colonial, Southington, personnel of the Southington Civilian Defense saw a private showing of "You Can Beat The A-Bomb." . . . The Colonial, Canaan, had a "Good Neighbor Minstrel Show" on stage.

Congratulations were in order to Myron Levy, projectionist, Black Rock, Bridgeport, on his wedding anniversary. . . . Pete DeFazio, a salesman in the area for Warners 10 years ago, and recently WB branch manager in Buffalo, was transferred to the Washington office as branch manager. . . . Ray Wylie, Wylie Theatre Enterprises, was in Boston. In town recently were Jules Lapidus, and Norman Ayers, Warner executives, New York.

Connecticut Bristol

In conjunction with "Halls of Montezuma," manager Victor M. Morrelli, Bristol, tied up with the U.S. Marine Recruiting station for a special stage ceremony.

East Hartford

Tom Grace, Eastwood manager, held a special screening of RKO's "You Can Beat the A-Bomb," for members of the local defense agencies.

Hartford

Joseph T. Nerden, consultant for audio-visual education, Connecticut Department of Education, has been appointed coordinator for the showing of "News Magazine Of The Screen" in public secondary schools. Nerden's appointment was announced by the Commissioner of Education. Nerden will direct the showing of the monthly news-reel of world events in more than 100 public junior high and high schools. After release through the school system, the films will be made available for use by various adult education and civic groups. The film is produced by Warner Pathe News, and is sponsored by the Travelers Insurance Companies, Hartford, as a public service to the state. Seventeen prints will be provided each month, and, after showings of each issue are completed, the films will become part of the film library for organizational use, and will subsequently be stored as a pictorial record of world events.

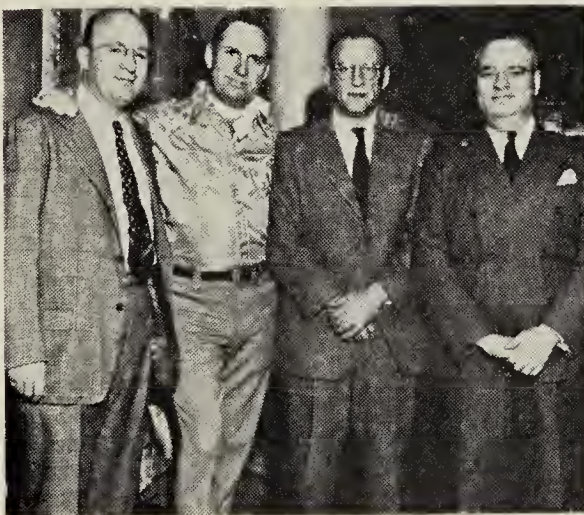
Fines of \$50 each were imposed in the case of two men of the Star, presented before Hartford Police Court Judge Hyman Holtman on charges of



Recently seen looking over advance MGM exploitation material on "Royal Wedding" are, left to right, Lou Cohen, manager, Loew-Poli, Hartford, Conn., and his assistant, Norman Levinson.

permitting an indecent or immoral exhibition. Bernard Menschell, 34, and John L. Calvocoressi, 35, pleaded nolo contendere to the charges. Judgment was suspended in the case of Michael V. Masselli, 23, manager, and John J. Kearns, 61, projectionist, who were on duty when the Vice Squad seized "Everybody's Girl," Feb. 16. Prosecutor Nathan Hillman said that according to the police report, the film was made up of scenes taken in a burlesque theatre. Attorney Joseph Klau, counsel for all four defendants, told the court that the plea of nolo was entered because he felt that the subject of the film was a debatable matter, and if the case went to trial considerable time would be consumed. He added that the theatre had been closed since Feb. 24, when both state and city licenses to operate had been withdrawn.

Numerous amusement field corporations were among new firms filing incorporation papers with the Secretary of State's office. They include: Connecticut Theatre, Inc., Hartford; authorized capital, \$50,000; commencing business, \$3,000; incorporators, H. S. Carlberg; William F. Condon, Paul Neil deSole, Joseph Neiman, and J. F. Dawson, and Bristol Drive-In Theatre, Inc., Bristol; subscribed capital, \$5,000; amount paid in cash, \$5,000; president, Hector M. Frascadore; treasurer, E. M. Loew; secretary, Gertrude Rittenburg, and directors, Frascadore, Loew, and Bruno Weingarten.



Gene Autry, following recent personal appearance at the New Haven Arena, got together with, left to right, Mort Katz, Walter Silverman, Columbia branch head, and Max Hoffman, B and Q Circuit.

Whitley Harris, projectionist, Center, entered the Veterans Administration Hospital, Newington. . . . Jack Gallagher, E. M. Loew's, was on the sick list.

George E. Landers, E. M. Loew's Theatre's division manager, had teaser cards distributed for "Born Yesterday." . . . Leonard Greenberg, son of Maurice Greenberg, owner, Center, is engaged to Miss Phyllis Spivack, New Haven.

Don King, Washington, D. C., area supervisor, E. M. Loew Circuit, left for the Watertown Square, Watertown, Mass., after serving as relief manager, E. M. Loew's, for several weeks.

Ray Wallace, house staff, Colonial, went into the army. . . . Mrs. Barbara Lor is the new house manager, Rivoli. She was formerly student assistant manager, Webster. . . . Harry Hoff, Strand, and Lou Zimmerman, State, are planning a fishing trip to Nova Scotia.

Two new corporations filed incorporation papers with the Secretary of State's office, the Filmline Corporation, Bridgeport; subscribed capital, \$1700; amount paid in property, \$1700; president, Edward B. Krause; vice-president, Janet Krause; secretary-treasurer, Helen F. Krause, and directors, Edward B. Krause, Helen F. Krause, Edward Kraszewski; and Theatre Merchandising Corporation, Stamford; amount subscribed capital, \$2000; president, Peter Levathes; vice-president, Jack Stamatton; treasurer, Jack Miller, and secretary, N. P. Nanos.

Attending a district managers' meeting, Warner Circuit were: I. J. Hoffman, zone manager; Henry L. Needles, district manager; Jim McCarthy, Strand; Frank Morin, Regal; Jack Sanson, State; Fred Raimo, Circle, Manchester; Jack Scanlan, Sr., Warner; George Harvey, Palace, Torrington; Andy Sette, Capitol; Jim Cotoia, Art, Springfield, Mass.; Joe Borenstein, Strand; Joe Miklos, Embassy, New Britain; Vic Morrelli, Bristol, and Dennis Rich, Cameo, Bristol.

Middletown

Members of the auxiliary police and fire groups, recently organized for civil defense work, were hosted by Adorno-Middletown Theatres at "You Can Beat the A-Bomb," Capitol.

New Britain

Purchase of the Capitol building from Warners by the Raphael Realty Company for an undisclosed amount was announced. Louis Raphael is head of the local realty firm, which took over the building in the first transaction concerning sale of a Warner theatre in Connecticut since the anti-trust action. The Capitol building was erected in 1917 by the late Louis Edelson, Berlin, and leased to Fox Film Company for theatre purposes. Peter Perakos and John Con-taras took over the theatre in 1923, renaming it the Capitol. I. J. Hoffman purchased the property in 1925. It was sold in combination with the Strand in 1929 to Warners for a reported price of \$1,500,000. The theatre was shuttered

during the late 1930s, and in 1942 was the victim of a general alarm fire.

Newington

Fred Balco has been named an aide at the Newington.

Manager George Hudak, Newington, has a new car.

Norwalk

Lockwood-Gordon-Rosen Theatres will open its newest Connecticut drive-in project about May 15 with capacity for 587 cars.

Norwich

John Petroski, manager, Palace, is running stage talent revues.

Manager Joe Miklos, Loew-Poli, and his assistant, Tillie Pysyk, had a num-

ber of merchant tie-ups and a newspaper contest for "The Magnificent Yankee." . . . John Petroski, manager, Palace, launched a series of weekly stage revues, featuring area amateur talent.

Thompsonville

Corporal Charles Walsh, formerly of Thompsonville, recently graduated from Army Projectionists' School, Camp Pickett, Va.

Wallingford

"Been to the Movies Lately? They Are Really Good," is the slogan being used in newspaper advertising for the Wilkinson.

Windsor

Manager William Daugherty, Lockwood-Gordon-Rosen's Plaza, enlisted in the air force.

Winsted

Dick Keyes, student assistant manager, Strand, joined the navy.

Maine Augusta

Under terms of a bill introduced in the legislature by representative Paul L. Woodworth, Fairfield Republican, municipalities of the state would be empowered to levy local taxes on sales, incomes, admissions, various types of privileges, and other occupations and impose other local levies not duplicated by the state. The bill would limit the overall return from such local levies to an amount equal to \$15 per \$1,000 of local property valuation. Specific limitations set forth by the bill call for \$10 for poll or head tax; 1 mill per \$1 of gross wholesale receipts; two mills per \$1 of gross retail receipts; one per cent on incomes; two per cent on retail sales of personal property; one per cent of sales of real property; and 10 per cent on admissions.

Following a hearing in the Maine lower house at which Ray Feeley, Independent Exhibitors; Katherine Avery, Kennebunk; Norman Rolfe, Waterville, and Lewis Webber, Houlton, appeared in opposition to a measure which would have banned the construction of a drive-in entrance or exit leading from a state or state-aid highway, the Committee on Business Legislation reported the measure "ought not to pass."

Massachusetts Beverly

Films For Television, Inc., has acquired the former E. M. Loew's Strand for a TV studio and laboratory. The firm is headed by Charles W. Phelan, owner, WESX, Salem, Mass.; Harry Mamas, cameraman for Warners and Fox; Edward Dobkin, former MGM film editor, and A. C. Nygren, NBC technical production man.

Springfield

The personal appearance chore by Anthony Dexter as "Valentino" plug drew a good-sized public following at

the Bijou and other spots. Dexter had a crowd of teen-age faithfuls still waiting at the station when his train from the west pulled in. Dexter also made personals in other spots, including Phoenix, Ariz., and Cincinnati, and the returns have been so gratifying that Columbia has decided to send him out on a further tour of key cities in order to capitalize on the unique exploitation angles of the film. The new tour will start shortly.

CAPITOL: William Kozak is back as assistant. . . . Donald Clifford, assistant, transferred to the Art. . . . Louis Roncarati is temporarily replacing Nap Shoiniere, vacationing on the west coast. . . . Paul Brazeau, Milton Doty, and Richard Kelly are new. . . . Mrs. Virginia Benoit, Sheila Danenhauer, and Doris Stewart are new at the candy counter. . . . Taylor Adkins is a temporary replacement for ailing Walter Hart. . . . Norman Corbett, former assistant here, weds Rose Cantor. . . . Manager Ande Sette is 40 this month.

ART: Bob Howard, assistant, left. . . . Frank Driscoll, out for six weeks, is back. . . . John Smith was out for a week with the flu.

Rhode Island Providence

Edward M. Fay, Fay's, chairman, Providence County chapter, National Infantile Paralysis Foundation, turned over to Governor Roberts a check for \$20,301.44 representing collections made among theatre audiences throughout the state for "The March of Dimes." The total was below that of 1950 when audiences donated \$25,719.93 to the campaign. In accordance with an agreement reached a few years ago, all the money will be made available for use in the cities and towns in which it was collected. The Providence collections were as follows: RKO Albee, \$2152; Avon, \$250.78; Capitol, \$148.86; Carlton, \$481.69; Castle, \$100.66; Elmwood, \$297.03; Hope, \$310.98; Liberty, \$86.84; Loew's State, \$2645.78; Majestic, \$1651.74; Metropolitan, \$406.80; Strand, \$2279.46; Uptown, \$181.40, and Victory, \$130.58.

Al Clarke, manager, Majestic, campaigned for "The Enforcer" by inviting members of the Police Chief's Association of Rhode Island. . . . Archibald Silverman, owner, Strand, was off on a trip to Guatemala.

Vermont Bennington

Sunset Carson was scheduled to appear at the Harte.

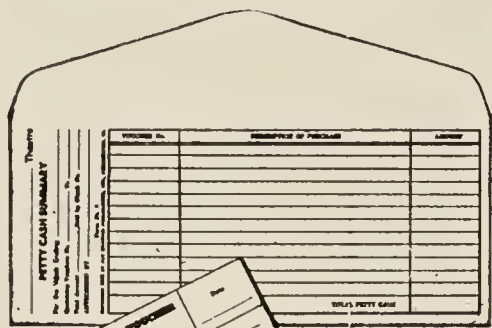
Randolph

Jack Champlain, manager, Playhouse, was host to the Rotary Club.

Rutland

Frank A. Vennett, manager, Paramount, helped at the two-day Southern Vermont basketball tournament. . . . Hartland D. McKirryher, projectionist, Paramount, is a member of the city fire department.

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NEWS OF THE

Territory

New York City

Crosstown

The Signal Corps has just acquired 14 Western Electric type 235D newsreel recording systems from the Westrex Corporation. Eight of these systems included Wall single system sound cameras. The first newsreel system delivered to the United States Signal Corps, Astoria, L. I., was sent over to France to record the activities of General Eisenhower and his organization in Europe.

Nate J. Blumberg, president, Universal Pictures Company, accompanied by Mrs. Blumberg, left aboard the S. S. Vulcania for a six-week business trip to the Continent. Blumberg will visit the company's offices in Paris, Rome, Brussels, and Amsterdam.

Ben M. Cohn, Universal-International foreign department executive, left for a business trip to Trinidad, Puerto Rico, and the Dominican Republic.

Barney Balaban, president, Paramount Pictures Corporation, returned from Palm Beach, Fla. . . . Producers William Pine and William Thomas left for Hollywood after screening "Passage West" for Paramount home office executives and advertising-publicity personnel.

The Avon, Newark, N. J., reopened. . . . The Liberty, Freehold, N. J., closed. . . . Alan I. Yackira is the new operator, Astor, New Rochelle. . . . The following drive-ins are now being booked by Liggett-Florin: Union, Union, N. J.; Shore Drive-In, Farmingdale, N. J.; Totowa, Totowa, N. J.; Brunswick, North Brunswick, N. J., and Paramus, Paramus, N. J. . . . The Williston, Mineola, L. I., closed.

Formation of the motion pictures committee of the Cardinal's Committee of the Laity for the 32nd Annual Catholic Charities fund-raising drive of the Archdiocese of New York, which has as its 1951 goal the sum of \$2,376,196, was announced by John J. O'Connor, U-I chairman, and Bert Sanford, A.B.C. Vending Corporation, vice-chairman. The committee includes Frank J. Alford, John W. Alicoate, Charles A. Alicoate, E. C. Grainger, William E. Barry, Harry Buckley, Frank E. Cahill, Jr., Patrick Casey, T. J. Connors, Frank C. Walker, William Cronin, Russell V. Drowning, J. F. Dailey, Spyros Skouras, A. W. Smith, F. Carroll, S. H. Fabian, Joseph Eagan, James M. Franey, J. R. Grainger, Joseph E. McMahon, William P. Murphy, W. J. Heineman, W. J. Higgins, Al Hovell, J. M. Geoghan, William W. Howard, Thomas F. O'Connor, Martin Quigley, Sherwin Kane, Austin C. Keough, E. K. O'Shea, T. J. Martin, Joseph A. McConville, John Kane, Phil Reisman, E. J. Smith, Jr., William J. McShea, Herman Robbins, Paul C. Mooney, Sr., Peter J. Mooney, L. D. Netter, Jr., Paul



The above eye-catching, elaborate front was recently erected to sell Alliance's English-made "No Orchids For Miss Blandish," Globe, New York City, where the film had its Broadway premiere.

E. O'Brien, John Murphy, William F. Rodgers, Charles M. Reagan, Robert H. O'Brien, Joyce O'Hara, Charles L. O'Reilly, George Skouras, William White, Gael Sullivan, C. J. Scollard, George J. Schaefer, Nick Tronolone, and Richard F. Walsh.

Director Rudolph Mate arrived from Hollywood enroute to France to make preparations for the filming of "The White Road."

M. J. Lebowitz, formerly of the 20th Century-Fox home office exploitation staff, has been promoted to exploitation representative for the company's Empire State division. The Empire State division, which covers New York, Buffalo, and Albany, is headed by Martin Moskowitz.

Adolph Zukor, chairman of the board, Paramount, left for his annual trip to Hollywood and a visit to the studio accompanied by Mrs. Zukor.

Eagle Lion Classics' executives and friends feted William C. Heineman. In addition to a gift, a 10-gallon hat was



Manager Gene Pleshette and publicity manager Henry Spiegel, Paramount, Brooklyn, N. Y., recently worked a tieup with the army and air force recruiting office to start the indoctrination of recruits by taking them to see Paramount's "At War With The Army." All accepted enlistees, male and female, were guests during the engagement of the picture, and Pleshette is seen above greeting some of them on their arrival.

presented to Heineman by "Skipalong" Maxie Rosenbloom. Among those present were William C. MacMillen, Jr., ELC president; Bernard G. Kranze, ELC vice-president in charge of distribution; Milton Cohen, Sam Seidleman, Howard LeSieur, Joe Sugar, David Melamed, Jack Schlaifer, Charles Amory, Bernie Kamber, Ted Lazarus, Lige Brien, Winston Frost, Jack Bellman, George Waldman, Eugene Arnstein, James King, Bob Hadley, Phil Cowan, Dave Wiener, Joe Goltz, Lou Brager, Andy Albeck, Mike Hoffay, Ted Hodes, Frank Hefferman, Murray Kaplan, Robert Augenblich, Ray Sholz, Frank Walcott, John McKenna, and Leo Brody.

Jerome J. Cohen, Jerome J. Cohen, Inc., celebrated a birthday on March 8. . . . E. T. Packard, Jr commercial assistant to the manager of Westrex Corporation's subsidiary in the Philippine Islands the Western Electric Company of Asia returned

Chief Barker Fred J. Schwartz, Variety Club Tent 35, and Edward Lachman, Property Master, were named delegates to the convention in Philadelphia. Max A. Cohen, international canvasser, also will represent the tent at the meeting. Alternates are Ira Meinhardt and Max Wolff. Action on the proposed moving of the tent from its quarters at the Hotel Astor to the Skouras building was postponed.

Harry Brandt, ITOA president, announced that the proposed changes in COMPO's by-laws were ratified at the ITOA meeting.

Louise Weyhrauch, secretary to Max E. Youngstein at ELC and Paramount, resigned from Paramount to rejoin Youngstein at United Artists

Roy O. Disney, president, Walt Disney Productions, arrived for a two-week stay to discuss with RKO home office executives, plans for "Alice in Wonderland." . . . Sid Kramer, short subjects sales manager, RKO, returned from a tour of the company's exchanges in eastern Canada. . . . Irving Lesser, representing Sol Lesser Productions, returned from a swing through the midwest visiting RKO exchanges to set up dates for "Tarzan's Peril," while Seymour Poe, Sol Lesser representative, is back at his desk following a tour of RKO southern exchanges for the purpose.

Paramount's "The Lemon Drop Kid," bowing at the Paramount on March 21, will be backed by an exploitation campaign expected to set a pattern for openings of "The Lemon Drop Kid" throughout the country. A "lemon drop guessing contest" will be conducted for an entire week in front of the Paramount, proceeds of which will go to the Damon Runyon Fund. . . . Tom Ewell, co-starred with David Wayne in "Up Front," started a full schedule of radio

MANAGER, AVAILABLE NOW!

Drive-In or Conventional. Thoroughly experienced. Call Rochester, N. Y., GENesee 6000-M or write to:

BOX 83

EXHIBITOR, 1225 Vine Street, Philadelphia 7, Pa.

Dipson Appeals Decision of Buffalo U. S. District Court

NEW YORK—Counsel for Dipson Theatres, Inc., last fortnight filed an appeal in the Circuit Court of Appeal from the decision of Buffalo District Court U. S. Judge Knight, which threw out the \$4,500,000 suit brought by it against six major distributors and Buffalo Theatres, holding that Paramount and Loew's, in pooling theatre interests in Buffalo and in favoring the pooled theatres in distributing their films, were not monopolizing or restraining trade nor were the other distributors favoring the Loew's-Paramount theatres. He said that each distributor had individually decided it would be to its business advantage to prevent such competition.

Dipson revealed it was reducing the amount of damages sought, dropping claims for over \$4,500,000, and now seeking only \$170,000 trebled damages for injury claimed to the Century and Bailey while Dipson actually operated them. It has dropped the trebled damages originally sought for the loss of leases on the Century and Riviera, and another \$75,000 claimed for injury to the Ridge, Lackawanna, N. Y.

The Appeals Court has been asked by Dipson to hold that Judge Knight was wrong in making three basic holdings: That two major film distributors can exclude all theatres in a city other than those in which they have a joint interest from licensing their films for first and second-run exhibitions; that other major distributors can lawfully give all of their product to the theatres owned by the two majors, and that a theatre operator who sustains injury by not being able to get profitable films can not recover damages unless he can prove exactly the amount of his loss.

and television appearances and newspaper interviews to help launch the world premiere at Loew's State on March 24.

A meeting of members of New Jersey Allied was held in the offices of President Wilbur Snaper. The agenda centered on a report of the recent meeting of National Allied board in Washington, D. C.

Joseph Steiner, managing director, Walter Reade's Park Avenue, was married to Dorothy Waring by Federal Judge Alfred Moderelli and Judge Marvin Herzfeld. Following the ceremony, the couple left on a southern motor trip.

Cinema 48, formerly the Belmont, opened with a gala, invitational preview of "The Lovers of Verona." The theatre has just been completely redecorated by Hazel Bayer, interior decorator. Mrs. Chelly Wilson is managing director.

G. L. Carrington, president, Altec companies, arrived from Hollywood. . . . David E. Rose, producer of ELC's "Circle of Danger," returned from the coast. . . . Maurice Maurer, vice-president, City Entertainment Corporation, announced that arrangements have been

made for "Cyrano" to continue its New York road show reserved seat run at the Golden immediately after it leaves the Bijou.

Harry Goldstone, president, Famous, announced the completion of a deal with R. M. Savini, head, Astor, to distribute "Dark Waters," "Mr. Ace," "The Great John L," and "The Bridge Of San Luis Rey," and one new release, "Men Of The Sea," for the metropolitan and New York State territories.

Marvin Fish, Realart Pictures, advertising department, became engaged to Miss Francine Alterman while Miss Elaine Goss, Realart, art department, became engaged to Robert J. Gross.

With the naming of Samuel Schneider, vice-president, Warners, as associate chairman, Joint Defense Appeal Amusement Division, the entire industry made plans to mobilize its strength behind the JDA campaign in greater New York, according to division chairman Herman Robbins. Others serving as associate chairmen are Barney Balaban, Paramount, and Jack Cohn, Columbia. Robbins announced an additional slate of officers to lead various phases. Al Lichtman, 20th Century-Fox, was named chairman, home office committee, while A. J. Balaban, Roxy, was appointed to head the talent committee. Other top executives holding key posts in the division are: Martin Levine, Brandt Theatres, chairman, purchasing agents' committee; Solly Pernick, business manager, Theatrical Protective Union, chairman, labor committee; Charles E. Lewis, chairman, trade press committee; Mel Allen and Max Kase, sports editors, The New York Journal-American, chairmen, sports committee; Jack Mills, Mills Publishing Company, and Mannie Sacks, Radio Corporation of America, chairmen, music committee; Barry Gray and Bertram Labahr, WMGM, chairmen, radio committee; Bob Kreindler, chairman, night club committee; Ben Smerling, president, Confection Cabinet Company, chairman, concessionaires committee.

New Jersey Long Branch

Robert W. Case, Reade Theatres city manager, Kingston, N. Y., was transferred to a similar job here replacing H. L. Robinson, who will manage the Eatontown Drive-In, Eatontown, N. J. Elizabeth Risely was named acting city manager at Kingston.

Newark

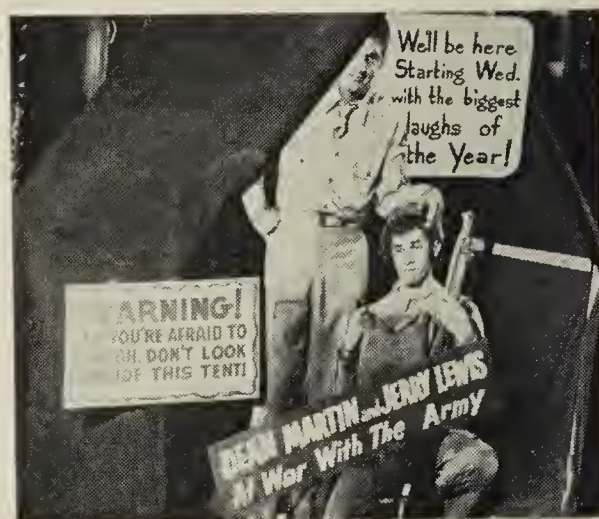
Complaints of violation of the law prohibiting children under 14 from attending theatres unescorted were lodged against Howard Goldbaum, owner, Essex; manager Michael Berg, and ticket taker Olga Powszak by police.

New York Albany

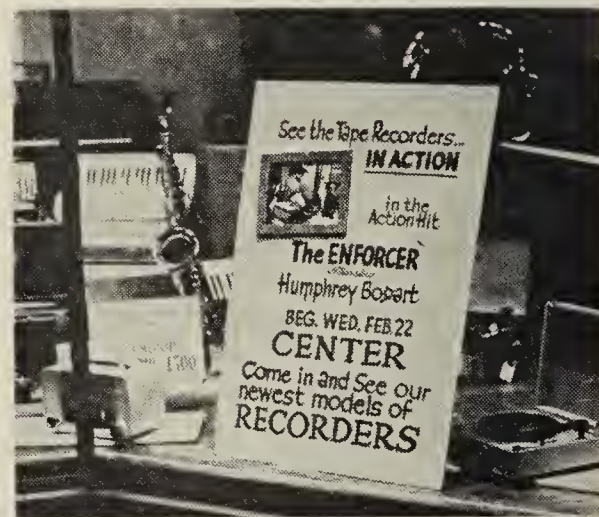
Al Kane, Paramount eastern and southern division manager visited. . . . Bob Johnson, Smalley's Theatres general manager, Cooperstown, was a visitor. . . . Jean Russ, former 20th-Century-Fox booker, became the mother of a baby



At the Walter Reade Community, Morristown, N. J., Clarabell, clown of the "Howdy Doody" telecast, recently made one of 10 personal appearances at Reade Circuit kiddie shows, and is glimpsed above with manager Paul Petersen, at the microphone; Frank Stone, "Howdy Doody" Agency, and one of the youngsters who met the clown.



This attention getting lobby display was arranged recently by Elias Schlenger, Fabrian theatres, Staten Island publicity director, for Paramount's "At War With The Army," St. George. The display consisted of an army tent and a six-foot spotlighted cut-out blowup of Martin and Lewis standing in the tent entrance.



This window display featuring tape recorders in action was spotted recently in the Wurlitzer music store, Buffalo, in a tieup for Warners' "The Enforcer," United Paramount's Center, by Jim Echelman, city manager, and Charles Taylor, advertising and publicity head.

girl. . . . Thomas Norris, long time projectionist, American, Troy, died suddenly of a heart attack. . . . Gene Vogel, U-I branch manager, attended sales meetings for managers, district managers, and division managers, at the home office, New York. . . . Ed Dwyer is the new student booker at Paramount. . . . Exclusive feature at the Madison is the installation of Maico hearing aids, promoted by Al Swett, manager. They

are connected directly to the theatre's sound system, which enables patrons to enjoy the complete show. . . . Al Marchetti, U-I office manager and booker, returned after a battle with virus. . . . Catherine Ribou, U-I clerk, was confined to her home with the grippe. . . . Charles A. Smakwitz, Warner Theatres' Zone manager, conducted a meeting for managers from Troy, Albany, and Utica. Those attending from Albany were: Al LaFlamme, Strand; Oscar Perrin, Ritz; Al Swett, Madison, and John Brousseau, Troy; Jack Swartout, American; Joe Stowell, Lincoln, and Sid Sommer, Troy and city manager. From Utica: George Laurey, Avon and Utica, and Andy Roy, Stanley and city manager. Also attending were: James P. Faughnan, contact manager; Max Friedman, film buyer; Larry Lapidus, booker, and Gerry Atkin, publicity director.

A bill to require that off-street parking facilities be provided in the construction of new theatres, hotels, apartments, commercial buildings, etc., was passed by the Senate, and sent to the House. Sponsored by Senator Thomas C. Desmond, Newburgh, Republican, the measure would not apply when a local legislative body had provided for off-street parking for the structures affected or when a specific project was exempted by local action. In the case of theatres, arenas, night clubs, and other places of public assembly, except churches, the bill would require 20 square feet of parking space for each person in the building.

—M. E. B.

Buffalo

Ben Kalmenson, vice-president in charge of distribution, announced the promotion of Peter DeFazio from branch manager to the branch managership of the company's exchange in Washington, D. C., succeeding Fred Beiersdorf, resigned. Kalmenson announced the promotion of Matthew V. Sullivan, salesman, to branch manager here. Sullivan was formerly a salesman for United Artists in Buffalo and then upped to branch manager. He joined Warners as city representative.

Gertrude Berg, star of Paramount's "Molly," was in to participate in advance publicity and exploitation for the opening at the Center. Mrs. Berg was accompanied by Sid Mesibov, exploitation manager, Paramount.

Ringmaster at the "Fall Guy" luncheon and show of Buffalo Bill Tent, Saints and Sinners Club, at the Hotel Statler was Richard Kemper, zone manager, Dipson Theatres.

A proposed "nuisance tax" on admissions was still undecided as Common Council was weighing the merit of three separate plans for raising funds to increase police, firemen's, and city employees' salaries, city sales tax of one per cent, an increase of the Erie County sales tax from one to two per cent; a five per cent tax on admissions, hotel rooms, and liquor, restaurant tax on meals over \$1, a \$5 tax on motor vehicles, a tax on water bills, and numerous other nuisance taxes. The MPTO of New York State, Inc., was represented at a public hearing by Sidney B. Pfeifer, attorney,



These models in harem costumes recently adorned a float on MGM's "Kim," which also contained three mechanical elephants, grass, palm trees, etc., and created a great deal of attention to the film's playing at Loew's N. Y. theatres.

Vincent R. McFaul, James H. Eshelman, George Mackenna, Charles Loree, Stanley Kozanowski, Eddie Meade, Carl Rindcen, Charles McKernan, Fred Itzenplitz, Tom McMahon, Donald Measer, Al Pierce, Myron Gross, Harry Yette, Ben Dargush, Jack Mundstuk, Charles Kosco, Ed Fitzgerald, Jack Chinell, Bob Murphy, Spence Balser, Leonard Joswicz, Matt Konczakowski, Elmer Lux, Henry Dilleuth, Wadsworth Konczakowski, Mrs. Henry Dilleuth, Mrs. Nowak, and Norman Gueth. The exhibitors' side of the tax story was presented by Pfeifer, Mackenna, Loree, and Eshelman.

Dick Powell was in for a personal appearance at the Century in connection with "Cry Danger."

Ethel "Pug" Wells, American Airlines stewardess was in town, and received the full "treatment" from Earl Evans, MGM publicity representative; Eddie Meade, Shea publicity director, and the American Airlines public relations department. She flew in to help ballyhoo MGM's "Three Guys Named Mike," Shea's Buffalo.

Charles Kosco, 20th Century branch manager; Bill Graham, office manager, and Eddie Meade, Shea publicity director, tuned in on a closed circuit Mutual network talk by Andy Smith. 20th Cen-



Celebrities of stage and screen met backstage at the Roxy, New York City, recently when a scroll was given to Gary Cooper, star, 20th-Fox's "U.S.S. Teakettle," by USO official James Sauter. The presentation was made in the presence of Gale Robbins and Al, Jimmy, and Harry Ritz. Cooper received the scroll for his outstanding portrayal of a civilian in uniform in the celebration of the opening of the N. Y. USO campaign.



Sam Pearlman, manager, Loew's State, New York City, is seen greeting a group of Sioux Indians, who recently aided in the promotion of U-I's "Tomahawk." The Indians demonstrated their arts and handicrafts in the lobby of the theatre.

tury-Fox sales manager. The localities went to WEBR to receive the message about a nationwide "Mystery Movie" tieup that the Mutual Network will conduct during March.

The MPTO reports all theatres cooperating with the Catholic Charities Drive and the Chamber of Commerce "Clean-Up, Paint-Up Drive" by running trailers.

—M. G.

Poughkeepsie

Aided by a novel campaign, Warners' "The Enforcer," recorded good business at the Bardavon. The campaign included the use of teaser ads in The Poughkeepsie New Yorker. An unusual teaser card, labeled "Faint Check," was distributed. The novel throwaway requested patrons to fill in their names and addresses, and keep the card on their persons in case they should faint while viewing "The Enforcer."

Rochester

James Card, assistant curator, George Eastman House, has collected more than 700 films dating from 1893 to the early sound pictures. . . . Among interesting features of the new 533-seat Dryden are its "stadium" design, with foyer, coat-rooms, and washrooms under the raised floor, black-lighting effects on the screen border, and gray and green interior with seats upholstered in mulberry corduroy.

Gus DePauw, Schine district manager, returned from a Florida vacation in his new Buick. . . . The Press-Radio Club raised \$6,602 for the Polio Fund.

Manager Lester Pollock, Loew's, announced the first stage show in many months. . . . Clayton Cornell, who met General Carlos Romulo at Saranac Lake some years ago, and used to arrange private showings of films for Philippines President Manuel Quezon, renewed acquaintances when Romulo recently visited here. . . . Exhibitors were wondering about the effect of new minimums of 75 cents an hour for cashiers, cleaners, and porters, 70 cents for doormen, and 50 cents for ushers during the summer doldrums. . . . The Embassy closed until March 23.

PROJECTIONISTS' CORNER—Joe Pandina, working at the Dixie, was so impressed by Frank Coniglio's new Olds that he

(Continued on next page)

EYEING THE

Exchanges

NEW YORK: "Television has not taken away any of my audience," says Ted Pfeiffer, manager, Thalia. Pfeiffer, who has managed the Thalia for seven years, feels that the type of person who comes to see foreign films is not too interested in what TV has to offer at the present time. The unused bar in the Thalia's lounge has had a rather interesting history. It was originally left there many years ago when the theatre was the site of a night club. Later, the place became a German theatre, and the bar was used to serve the patrons beer. During the war, the bar was used to serve the customers coffee. Today, it stands quiet, having gone from whiskey, to beer, to coffee, and, to retirement.

U-INTERNATIONAL: Harry Fellerman is on the way to recovery after an opera-

Rochester

(Continued from preceding page)

bought one also. . . . Harmon Smith says youngsters these days have little idea of what being a projectionist was like in the early days when he had to pick up the film and do janitor work in the theatre as well as turn the crank of the projection machine 10 hours at a stretch without relief. . . . Tracy Allen's mother, 92, is getting around again after being laid up with a broken hip. . . . Louie Goler has arranged a new sponsor for the Strates Shows this summer, the bus drivers. . . . Frank Higgins assisted in stage arrangements for the Red Cross benefit show at the Auditorium. . . . Abe Orden was so impressed by his grandchildren on his recent Washington visit that he bought his old car back as a present to his son. . . . John Copple doesn't need any more batteries.

—D. R.

Syracuse

Max E. Youngstein, vice-president, United Artists, and national director of advertising, publicity, and exploitation, assigned Arthur Canton as special field representative, under Mori Krushen, exploitation manager, for the engagement of "The Sound of Fury." . . . "Flash" McNulty, stage hand, Loew's Strand, could pick out a softer place to fall than on the ice. . . . Frank Sylinski and Ann Goodwin are new at Loew's Strand. . . . William "The Senator" Maxon finds that a little relaxation on weekends is a wonderful tonic. . . . Jane Trambukis, daughter of Strand manager Bill, invited all the relatives in from Providence, R. I., and filled the house for her first birthday celebration. . . . Roy Moro fills the position as assistant manager under George Maxwell at the newly-opened Astor.

George Maxwell resigned as manager, Astor, being succeeded by Edmund Linder. . . . Larry Lynch, assistant manager, RKO Keith's, purchased a home in the Elmwood section. . . . Bert Barton, projectionist, Loew's Strand, has been serving on the Grand Jury. —J. J. S.

tion. . . . Secretary Rose Cassouto was back after being out ill. . . . Hank Feinstein, booker, after being sick, is back.

COLUMBIA: Booker Freda Laurie was basking in the Florida sunshine. . . . Lenny Saver, booker, was back after being ill. . . . The new typist is Elsa Herron. . . . Nannette Isaacs, cashier's department, is back after being ill. . . . Beatrice Hensel returned from her honeymoon. . . . The flu bug caught up with booker Seymour Berkowitz.

ELC: March 2 saw the end of the "Bill Heineman Drive." . . . Former assistant cashier Rick Edelstein is now the property of Uncle Sam. . . . Vera Hudson, clerk, was back after being sick. . . . Statistical clerk Joe Israel was out because of illness.

RKO: Folks were sorry to hear of the death of Nettie Kanase's brother. . . . Lillian Weiss, secretary to the branch manager, was out with a cold. . . . Julie DiMaggio, billing department, was accepting birthday congratulations.

NAYFACK: President Jules Nayfack announced that his firm is now occupying the entire first floor at 354 West 44th Street. Friends were saddened by the news that his father had passed away in Texas at the age of 80.

20th-CENTURY-FOX: Maureen Schwarz, cashier's department, was ill. . . . Film examiner Margaret Howley was off the job because of illness. . . . Beatrice Kaye, percentage clerk, passed another milestone. . . . The cashier's department's Frances Shverba, was out, a victim of the flu.

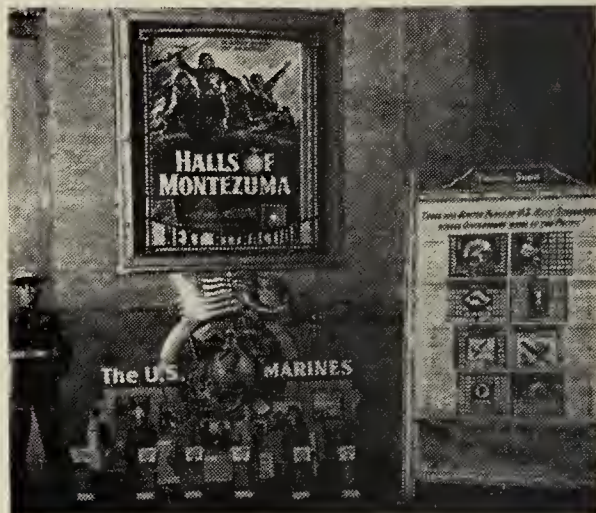
SCREENCRAFT: President Jack Berkson closed deals with Bernice Rubin, Imperial, Cleveland, and Max Shulgold, Crown, Pittsburgh, for the re-release of "Flying Blind," "Power Dive," and "Forced Landing." . . . B. H. Mills, Equity office in Washington, D. C., was in on a visit.

UNITED ARTISTS: The flu bug really hit this exchange. . . . Office Manager Pat Marcone was away because of the flu. . . . Secretary E. Miranda was sick. . . . Miss E. Brewer, a statistical clerk, was temporarily off the job because of illness. . . . Secretary to the branch manager Rose Ascoli was out. . . . William Schutzer, Brooklyn salesman, was back after his siege with the flu. . . . Sidney Franklin, Little, Newark, N. J., was around. . . . So was Frank Wollen, City, Union City, N. J. . . . Mrs. B. Farkas, Kimbell, Bronx, made one of her visits.

RAMBLIN 'ROUND: Lou Levy has opened a Film Smoke Center at 353 West 44th Street. Everyone wishes his new venture the best of luck. . . . New bookkeeper at Favorite is Selma Barashick. Moe Felder was away because of illness. . . . Molly Ross is the new film examiner at Bonded. . . . Film Inspectress Marie Lassen left Bonded, and is now with Columbia. . . . Folks at Republic are glad to see assistant branch manager Robert Fannon back on the job. . . . Al Trilling, ELC, and Ben Levine, United Artists, have been put in charge of publicity for the Motion Picture Bookers' Club. . . . A special meeting of Local B-51 was held at the Hotel Claridge.



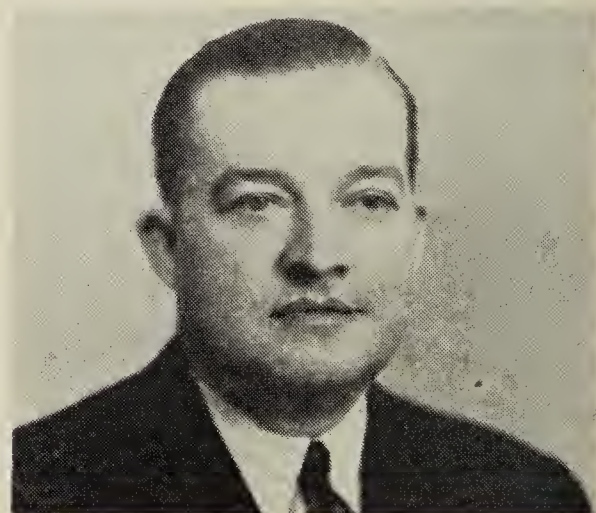
Jack Carson, starred in U-I's "The Groom Wore Spurs," receives the key to Syracuse from Mayor Thomas J. Corcoran in ceremonies in front of Paramount during the recent premiere of the picture.



This interesting lobby display at the Fabian, Paterson, N. J., for the showing of 20th Century-Fox's "Halls of Montezuma" has attracted plenty of attention.



Lester Pollock, manager, Loew's, Rochester, recently used this lobby display, to plug Columbia's "Born Yesterday."



Matthew V. Sullivan recently was named manager, Warners' Buffalo exchange.

. . . New typist at U-I is Mrs. Connie Weil. . . . Quite a few areaites are wearing that unpopular flu look.

—ARNOLD FARBER

Philly MP Associates Set Ride, Luncheon

PHILADELPHIA—At a meeting of Motion Picture Associates of Philadelphia, Harry Martin, U-I branch manager; Sanford Gottlieb, Eagle Lion Classics branch manager; Harvey Schwartz, Columbia office manager, and Joseph Quinlivan, Warner booker, were inducted into membership.

Plans were made for a luncheon to be held in honor of Lester Wurtele, recently named Columbia branch manager, at the Warwick Hotel on April 9.

The group will also hold a boat trip down the Delaware on a chartered Wilson Line boat on June 5. The trade is invited to attend both of these affairs.

NEWS OF THE

Territory

Philadelphia Crosstown

Jack Beresin, Berlo Vending Company, was among those appointed by Mayor Bernard Samuel to the Volunteer Emergency Stabilization Cooperation Committee to work with the Regional Price Stabilization Board.

Rear Admiral Logan C. Ramsey, USN (Ret.), general chairman, 1951 Cancer Drive, announced a committee of 25 prominent men and women who will serve as sponsors for the 1951 Cancer Crusade, and industryites among them are Ted Schlanger, manager, Stanley-Warner Theatres, and Jay Emanuel, publisher, EXHIBITOR.

Condolences are extended to Columbus Stamper upon the death of his wife, Grace. Stamper is a veteran in the exhibition end of the industry, and is connected with the Freihofer estate in the operation of the Great Northern.

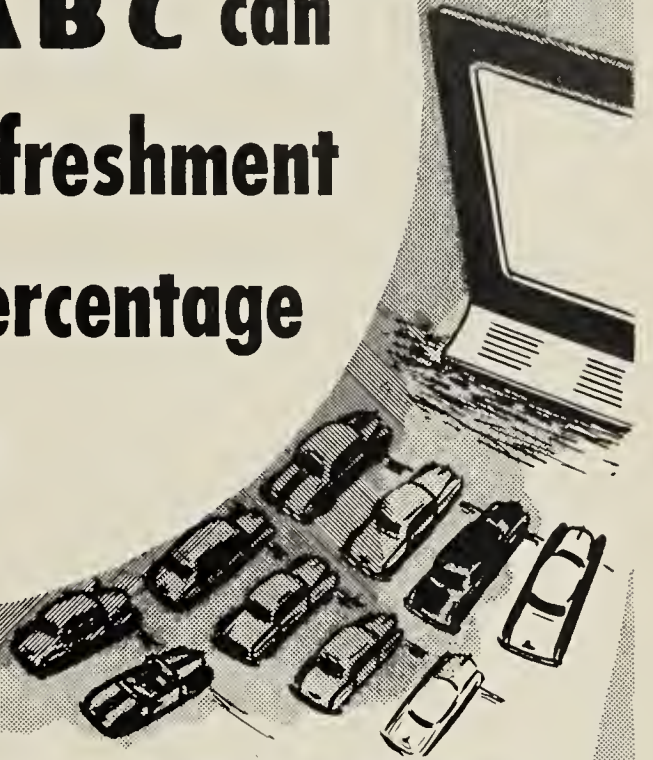
The Fox will present an unprecedented return engagement of "All About Eve" starting on March 16. Special advertising will hail the return, gearing its message to the unqualified reception which it has received from the press and public.

Joe Conway arranged with The Inquirer cartoonist, Emedio Angelo, for an exhibit of drawings in the foyer of the Wayne. . . . Herman Margles resigned from the Stiefel-Blumberg organization. Margoles was connected with the firm for many years.

Vine Street

George Schwartz, former U-I branch manager, is reported opening his own exchange to handle foreign and exploitation films. . . . Leonard Casey, RKO salesman, resigned to enter the television business in the south. . . . U-I branch manager Harry Martin was in Florida.

Drive-ins!
BERLO'S ABC can
boost YOUR refreshment
sales to top percentage
per patron!



A. Berlo applies to YOUR operation
new ideas developed in ANY Berlo
concession!

B. Berlo sales help is trained and
supervised by experts.

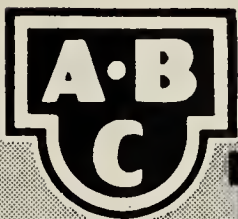
C. Berlo systems carefully control
stock and cash.

BERLO MERCHANDISING METHODS
ARE TODAY DELIVERING THE
HIGHEST PER-CAPITA SALES IN THE
AMUSEMENT BUSINESS.



WE CAN PROVE OUR STORY
IN 10 MINUTES.

Write or Phone—



BERLO VENDING CO.

333 S. BROAD STREET, PHILADELPHIA 7, PA.

Operators
of Major Park
Concessions

Berlo is now operating all food
concessions at the mammoth
Cleveland Stadium — added
proof of Berlo's greater
effectiveness.

Jeanne Gavetti, Grace Ambresini, and Rhoda Weitz, Eagle Lion Classics office staff, are volunteer nurses' aides at Metropolitan Hospital several nights a week, a most commendable charity. . . . David Yaffe, Y and Y Popcorn Supply, is on an extensive trip on behalf of his Iro Deodorizers. . . . Mike Shulman is now a Lippert salesman. . . . Charles Donohue, RKO booker, made the upstate trip. . . . His many friends were in to greet Walt Donohue, who succeeded Bill Schwartz as booker at Monogram.

Columbia salesman Ben Felsher married Ryta Barr at Har Zion Temple, and the trade extends congratulations.

Allied Independent Theatre Owners of Eastern Pennsylvania held a general membership meeting yesterday (March 13) at the Broadwood Hotel. To be considered were the National Screen Service situation, current film rental demands, and related subjects.

Bill Brooker, Columbia exploiter, has been busy out Kansas City way. . . . Ed McHugh, for 22 years with Triangle Studio, is now associated with Rich Art sign and display studios.

Allied Buying and Booking Service has added the Route 45 Drive-In, Berlinsville, Pa., to its list. W. D. Beck is the proprietor. Allied is now booking 11 drive-ins.

Circuits Stanley-Warner

Charles Green, former assistant manager, Stanley, is now manager, Plaza, replacing Robert DeFino, transferred to the Earl. . . . Natalie Taffler Krimstock, former member, contact office, gave birth to a baby girl. . . . Ronald Gillam, publicity department, is sporting a new pair of specs. . . . J. Ellis Shipman returned from his Florida vacation to find his office had been recarpeted in his absence.

Philly Newspapers Cooperate On Slogans

PHILADELPHIA — Ted Schlanger's boys in the Stanley-Warner publicity department did a good job last week in getting The Philadelphia Inquirer and other newspapers to run a flock of "Go To The Movies" slogans on the amusement pages.

District of Columbia Washington

Ben Kalmenson, Warners' vice-president in charge of distribution, announced the promotion of Peter DeFazio from branch manager in Buffalo to the branch managership of the exchange here, succeeding Fred Beiersdorf, resigned.

Operation of the Senator was taken over by the District Theatres Corporation, Harry Freedman, president. The Senator, operated by Kogod-Burka since its opening in 1941, is owned personally by Fred S. Kogod. One of Washington's most luxurious neighborhood theatres, seating approximately 950, it is located in one of the town's finest shopping centers, with 22 stores. Freedman stated that the house would close for remodeling and redecorating, and open under District management on March 17. District operate 11 other houses in Washington, all catering to colored patronage.

Don Prince, eastern publicity director, RKO, was in on a visit to newspapers and radio stations.

MGM—Ida Barezofsky, booker, returned, after being out ill.

MONOGRAM—Mrs. Betty Hoover Kidwell, former branch manager's secretary, left, as did Dorothy Brookbank and Hy Bettinger. Bettinger, a former Monogram salesman, is now the sales manager at Souther Wholesalers. . . . Joe Young is the new salesman. . . . Ethel

Michalson is the stenographer. . . . Morie Goldstein and Nickie Goldhammer, from New York, were in for the screening of "I Am An American Spy." Dave Diamond, producer, was also here from Hollywood.

UNITED ARTISTS—Division manager Nat Nathanson visited. . . . Mollie Brown, clerk typist, returned after being out ill. . . . Miss Lil Caracofe was ill. . . . Miss Jane Harrell, office manager, had a birthday.

REPUBLIC—Ida Lenick was ill. . . . Ann Dinkel regains her old position as Jake Flax's secretary. . . . Miss Jeannette Adams left to return to Monogram. . . . Claire Cunningham had a birthday.

EQUITY—B. H. Mills was in New York for a week.

KAY—Joe DiMaio was in Norfolk, Va., and Richmond, Va.

U-I—Mrs. Dorothy Prestelle, out for some time, will be back on April 1. . . . Miss Rita Kelly resigned to work for the government.

THEATRE ADVERTISING—Cecil Ward, Bassett, Va., was in.

SANDY—Sylvester Sandy is back from Roanoke, Va. . . . Max Feldman returned from Florida. Joe Baer was in visiting. . . . Harry Bondurant, owner, Hagers-town, Md., Drive-In, was also in.

VALLEY ENTERPRISES—The Park Theatre, located in the Congress Park Shopping Center, S. E., is going to have a gala opening. Irv Garner, assistant, Stanton, will be the new manager. . . . Sam Roth is spending three weeks in Florida.

The Dupont had a special opening of "Of Men and Music" sponsored by the American Newspaper Women's Club. . . . The Playhouse had a gala opening of "They Were Not Divided" for the United States Armor Association.

William C. Ewing, assistant to Frank La Falce, director of advertising and publicity, Warner Theatres, Washington zone, terminated a 32-year affiliation with the company to try his hand at farming. A lot of folks around town are going to miss him.

The theatres committee, "The March of Dimes," turned over a check for \$31,246.64 to Edgar Morris, local chairman. The checks were presented by A. Julian Brylawski, president, Motion Picture Theatre Owners of Washington. The campaign got the cooperation of practically every theatre. The Warner, for the fourth year in a row, ran a co-op drive with Veterans and Yellow Cabs, Pedestrians were taken anywhere in the city, and the charge was donated to the polio drive. Making arrangements for the promotion were Frank La Falce and Fred McMillan, Warner Theatres. Loew's theatres had girls seeking contributions at many public places and arenas. Among the theatremen who did yeoman service on the drive were George A. Crouch, Morton Gerber, Shep Allen, Fred S. Kogod, and Frank Boucher.

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TRADE SCREENINGS

PHILADELPHIA

MGM (1233 Summer) March 15, 11, "Soldiers Three" (Stewart Granger, Walter Pidgeon, David Niven, Greta Gynt); 22, 11, "The Painted Hills" (Lassie, Paul Kelly, Bruce Cowling) (Technicolor); 23, 11, "Go For Broke" (Van Johnson, Warner Anderson).

RKO (250 North 13th) March 20, 2.30, "My Forbidden Past" (Robert Mitchum, Ava Gardner, Melvyn Douglas); 21, 10.30, "Saddle Legion" (Tim Holt, Richard Martin, Novita); 2.30, "Footlight Varieties" (Jack Paar, Red Buttons, Wendy Waldron).

The Variety Club honored F. Joseph Donohue, nominated by President Truman to replace Commissioner Guy Mason, at a luncheon in the Presidential Room of the Statler Hotel. Serving as honorary chairman of the affair was Commissioner John Russel Young. The general chairman was Morton Gerber, Chief Barker, Variety Club, assisted by Frank M. Boucher and Jerome A. Adams.

Paramount Decorating Company, Philadelphia, is doing the decorating for Sam Roth's new Park.

New fibreglas fireproof stage draperies and Vallen curtain control and track were installed in the Colonial, Williamsburg, reception center building, by Elmer H. Brient and Sons. Roland Somers purchased 600 International chairs from Elmer H. Brient and Sons for his new Onancock, Onancock, which opens next month. The seats will be installed 35 inches apart, and all seats will be 21 inches wide. Jack Reel purchased a new RCA plastic screen for his new Narrows, Narrows, the same type recently installed in Radio City Music Hall, New York City.

Leo McCarey arrived to begin preliminary production on "My Son John," his first film for Paramount since "Going My Way."

Delaware Wilmington

Letters to Dick Edge, manager, Pike, Claymont, Del., should now be addressed in care of Hallmark Productions, P. O. Box 249, Wilmington, O. . . . The Du Pont Company used the Crest, Edge Moor, National, S-W Arcadia, and S-W Ritz, to show "The Du Pont Story," 72-minute Technicolor film depicting the company's history, to employees, their families, and friends. . . . Ace staffers received oranges sent from Florida by vacationing manager Ben Shindler. . . . The Ace will close on Good Friday, March 23. . . . Harold Figgs was a new aide, S-W Ritz. . . . John Dougherty, former sexton, St. Thomas R. C. Church, joined the S-W Ritz.

G. Earl Smith, manager, S-W Queen, put on an exploitation campaign for "Macbeth." Educators, clergymen, press, and radio representatives attended an advance screening held at the S-W Ritz with cooperation of Earle G. Finney, manager.

—HENRY L. SHOLLY

Maryland Baltimore

A four-way tie-in with a department store, a window stunt that stopped main street sidewalk traffic, and "live" trailers were the highlights of the campaign put on by Bob Morris, Town, for Columbia's "Born Yesterday." A tie-up with the Arthur Murray dance studios provided another "live."

Royal aide Madele Hammond was robbed by a midget bandit. When she gave him \$13 he fled, and was chased by agile Steven Morris who gave it up when the bandit threatened to shoot him.

Fred Perry, Lyceum manager, is preparing to open the drive-ins at Elkton and Delmar, Md., on Easter Sunday but will continue to manage the Lyceum, Sparrows Point, Md.

Following a long illness, Clarence W. Walter, projectionist, Ritz, died. He was a member of projectionists, Local 1, Sincere sympathy is extended to the family.

Instead of opening pictures on Sunday, many neighborhood theatres are adopting the policy of starting them on Saturday.

—JACQUES SHELLMAN

Hagerstown

Franklin County, Pa., treasury was enriched by \$950 in 1950 through fines collected from the Sunset Drive-In, just north of Chambersburg, Pa. Sunday movies are illegal in Franklin County, and the fines were collected weekly. . . . Gerald W. Myers, assistant manager, Arcade, Waynesboro, Pa., entered army service as a second lieutenant.

—L. Mc W

Leonardtwn

Ray Trumbule, advertising and promotion manager, Park and St. Mary's Theatres Inc., was busy working on U-I's "Bedtime For Bonzo." For ELC's "Prehistoric Women," both Trumbule and T. L. Harrison, Jr., assistant manager, Park, created a lobby display inside a cage which resembled the cave man age. . . . The Park staff for Columbia's "The Flying Missile," borrowed a plane and other equipment from the Patuxent River U. S. Naval Base. . . . A luncheon was held at the Officers Club at the Patuxent River Naval Base, followed by a screening of 20th-Fox's "I'd Climb The Highest Mountain." Attending were most of the county clergy, PTA representatives, Glenn Norris, 20th-Fox branch manager, Washington, D. C.; Jack Fruchtman, vice-president, Park, Lexington Park, and treasurer, St. Mary's Theatres Inc.; K. B. Duke, Sr., Leonardtown, and Commanding Officer C. L. Lee, Naval Air Station. . . . Tom Knott, high school student, is the new concessionaire at the New, D. C.

New Jersey Moorestown

Charges that Melvin J. Fox, owner, Criterion, and his associates violated the 1877 Blue Laws when the theatre was

open on Sunday were dropped at a hearing before Municipal Judge Marmer by the Moorestown Church Council which said it did not want to press the charges since the Township Committee had passed a new ordinance prohibiting commercial amusements on Sunday.

Wildwood

Veteran theatreman William C. Hunt was named recipient of the second annual B'nai B'rith Citizenship Award at a presentation made at the annual program at Wildwood High School, sponsored by the Lieutenant Samuel S. Gidding Lodge, B'nai B'rith, and the Wildwood Civic Club, in commemoration of "Brotherhood Week." Guy Hunt received the award for his father, who was in Florida. In a letter, Hunt expressed his appreciation. In selecting Hunt as recipient, the committee based its choice on his being one of the business pioneers in the city; one of the organizers of the first Board of Trade; one of the founders and a charter member of the Wildwood Golf and Country Club; active participation in prevailing on the County of Cape May to take over



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the airport; leading in obtaining first class highways into Wildwood; active efforts and interest to bring to fruition the Cape May-Lewes, Del., ferry, chairman of the greater Wildwood war bond drive in World War II; heading "The March of Dimes" locally; chairman of the fund raising committee of the American Red Cross during World War II; his efforts to bring about the reopening of the Wildwood Trust Company back in 1932; and chairman of the fund-raising committee, Burdette Tomlin Memorial Hospital.

Pennsylvania Easton

Archie Aldman, manager, buyer, and booker, Eastern Medina Enterprises, announced that the Medina Drive-In, between Easton and Bethlehem, Pa., will open during Easter week. Aldman has been making bids for first-run product.

Harrisburg

For "The Steel Helmet," Jack O'Rear, manager, Colonial, had a man-on-the-street garbed in army fatigues, wearing a steel helmet, and placards reading: "Don't Miss 'The Steel Helmet' at the Colonial." He passed out advertising heralds. . . . In connection with "Operation Pacific," Gerry Wollaston, manager, State, secured several hundred copies of the 208-page book of pictures the navy distributed to veterans. Listeners who wrote in to the Pete Wambach disc-jockey show on WCMB were sent copies of the elaborate book. In addition, the navy had an attractive setup in the lobby.

An elaborate and colorful new candy booth has been installed in the State, touched off with a brilliant canopy.

Joe Murdock, manager, Senate, gave "September Affair" a big ballyhoo. He had found an apartment in a new development, and is very contented now that the Mrs. is with him. Their son, John E. Murdock, was inducted into the army, and is with the 47th Infantry Division Band at Camp Rucker, Ala. Young Murdock is a graduate of the Fork Union Military School and West Virginia University. He was working as an announcer of WNIQ Uniontown, Pa., until the army called him.

Lancaster

The King held auditions for "Ted Mack's Amateur Hour" talent in a promotion with WLAN.

Reading

Manager Birk Binnard, Warner, did a repeat showing of basketball game pictures of recent months at a showing for newspaper men, particularly sports

writers, to afford an idea of how some games involved in current scandals were "thrown" by bribed players. . . . Paul E. Glase, manager, Embassy, was a good host to Howard Whittle, manager, Penn, West Reading, Pa., on a recent visit by Whittle to Glase's suburban home. Whittle's car wouldn't start and Glase helped to push the machine.

The Rio may reopen after the Lenten season. . . . The Plaza, occupying the first floor of Masonic Temple, is operating only on Saturdays and Sundays.

Paul E. Glase, manager, Embassy, and compiler of what is probably the largest theatrical library in the country, has issued his 14th annual edition of "Lest We Forget," a booklet listing screen, stage, radio, and musical notables who died in the past 12 months.

Wellsboro

Larry Woodin has been appointed contest director for the Miss America Pageant for West Virginia, as well as Pennsylvania. Recently he conducted the "Miss Maple Queen Festival" at Somerset, Pa., and awarded a \$1600 scholarship to the winner. Four contests have already been completed for 1951 in Pennsylvania under his direction, and he has now staged 101 contests, and has awarded 82 scholarships in six years. He will stage the first "Miss America Pageant" to drive-ins this year. He has two scheduled in drive-ins in the Pittsburgh area. The winners of these contests will go into the state finals in Harrisburg, Pa., at the State Drive-In operators interested in an exclusive "Miss America" preliminary contest might contact him by dropping him a line.

Richmond

The Broadway Open Air started its 1951 season, the first drive-in to get started here this year. A feature of the opening campaign was giving away four tires to fit the winner's car. This was a no-cost promotion set by E. H. Dreylinger, manager.

Mario Lanza, MGM star, was in town for a concert at the Mosque, which sold out. He garnered plenty of newspaper space from interviews with the press and one with school editors and feature writers.

Charlie Hulbert's new assistant at the Colonial is Jack Tayler, formerly of Columbus, O. . . . Frank O'Brien, city manager, Fabian Circuit, and Mrs. O'Brien spent several days in New York. . . . Lou Golding and Jerry Becker, Fabian officials, were in. . . . An advance preview of "September Affair" was held at the Colonial, the entire receipts going to the cerebral palsy fund. Tickets were sold at all theatres in advance and also Thalheimer's Department Store.

Neighborhood Theatre, Inc.'s head booker, Ivan Rosenbaum, and Mrs. Rosenbaum, announced the forthcoming marriage of their daughter, Alma, to Henry Hurwitz, New York. The bride and groom-to-be are both connected with General Electric in Syracuse. The ceremony will take place on April 15 at the Jefferson Hotel. . . . Jerry Adams, MGM manager, and Ben Caplon, Columbia manager, were in for conferences with Morton G. Thalheimer and Sam Bendheim, Jr., president and general manager, Neighborhood Theatre, Inc.

John J. Donahue, 91, former Petersburg police department lieutenant, and for the past 18 years at the Century there, died in Petersburg Hospital after a brief illness. . . . Horace Freeman, former assistant to A. O. Budina, architect, Neighborhood Theatres, Inc., is now associated with Dixon and Norman, architects. . . . Al Bernstein opened the Bellwood Drive-In with Clarabell, television clown, in person. . . . Gertrude Peace, assistant manager, Venus and Ponton, was sick with the flu.

The March meeting of the Showmen's Club started at Milton and Deeb's Restaurant, and ended at the National. Among those present were Sam Pulliam, Ober Boyd, Stewart Tucker, Floyd Stawls, Bob Eagan, Frank Silveri, Layton Ives, and Allen Brown. . . . Jack Lichtman drove up from Norfolk to visit Pete Lichtman and they both went to Washington. . . . George Clarke, city manager, District Theatres, spent several days in New York. . . . Laura Kidd and Margaret Brinton, Palace and Century, Petersburg, were visitors.

Less than a third of Virginia theatres have increased admission prices in the past two years, according to returns from the first 100 theatres returning a questionnaire sent out by the Virginia Motion Picture Association. Thirty one reported raised scales, and the balance made no increase. The same group indicated that only seven did not have concessions, with 54 operating their own, and 39 leasing them to outside operators. The bulletin was from Carlton Duffus, executive secretary, who also sought reaction to a plan for a statewide cooperative campaign to induce patrons back to the theatres.

S. T.

Variety Club Tent 13, Philadelphia

"Valentino" was screened through the courtesy of Columbia.

A special birthday party will be held on March 24 in honor of the tent's popular mixologist, Pete MacCaulley. There will be plenty of Irish-flavored dancin' and brew.

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COLUMBIA

"M" (347)

MELODRAMA
88M.

ESTIMATE: Engrossing melodrama has the angles for the selling.

CAST: David Wayne, Howard da Silva, Martin Gabel, Luther Adler, Steve Brodie, Glenn Anders, Norman Lloyd, Walter Burke, Raymond Burr. Produced by Seymour Nebenzal; directed by Joseph Losey.

STORY: A city is terrorized by an unknown murderer who kills children. Police captain Howard da Silva orders round-ups of all criminals. The underworld is unable to withstand the pressure, and crime chief Martin Gabel orders his network to get after the killer. As former asylum inmate David Wayne finds his fifth victim, he buys a balloon from a blind vendor, and plays a strange tune on his toy flute. The blind man summons one of Gabel's men. Wayne becomes suspicious, and finally ducks into an office building. The criminals go through the building under Gabel's direction, find Wayne, rescue the child, and remove the maniac to a garage to sit in judgment on him. Gabel bids his drunkard attorney, Luther Adler, to stall for time; but Adler turns on him, and Gabel shoots him as the police arrive. Wayne and Gabel are led away.

X-RAY: Mark this down as better dramatic fare for adult audiences. It has a gripping, intriguing yarn that holds interest, performances in the better class, and direction, production, and plot development above the average. While it lacks marquee strength, it has the angles for the selling. The screen play is by Norman Reilly Raine and Leo Katcher. A German film, starring Peter Lorre, was made under the same title many years ago.

TIP ON BIDDING: Fair program price.

AD LINES: "Murder . . . Manhunt . . . Melodrama, It's 'M' All The Way"; "One Of The Most Exciting Manhunts Of Many A Year"; "His Murders Aroused Even The Underworld."

My True Story (308)

MELODRAMA
67M.

ESTIMATE: Okeh meller for the lower half.

CAST: Helen Walker, Willard Parker, Elisabeth Risdon, Emory Parnell, Aldo DaRe, Wilton Graff, Ivan Triesault, Ben Welden. Produced by Milton Feldman; directed by Mickey Rooney.

STORY: Jewel thief Helen Walker, after her parole from prison, is offered a job in a small town candy store run by Emory Parnell, a member of a gang headed by Wilton Graff. Elisabeth Risdon, a recluse who owns a precious oil of myrrh, is duped into hiring Walker as a companion, and Walker attempts to find the hiding place of the essence for the gang. As Walker nears the discovery, the gang uncovers a plot by the chauffeur and gardener, also planted by Graff, to steal the essence, and the double-crossers are killed. Graff poses as a perfume company executive, and demands the entire stock of the essence from Risdon under threats of torture. Walker, having learned the precious oil is hidden in the drugstore of Willard Parker, whom she loves, leads Graff and Parnell into a trap, whereby they are captured by Parker. Walker must return to jail for breaking her parole, but she knows Risdon has forgiven her, and Parker will be waiting.

X-RAY: For the lower half, this has some moments of interest. Helen Walker turns in a convincing portrayal of a girl caught in the struggle of right against wrong, and others in the cast are equally

competent. The love angle is woven in well enough to avoid slowing down the generally fast pace. This may be aided through association with the radio program of the same name. The screen play is by Howard J. Green and Brown Holmes from a story by Margit Mantica.

TIP ON BIDDING: Lowest bracket.

AD LINES: "What Happens When A Girl With A Past Joins Forces With The Underworld?" "Gangland Fights For An Old Woman's Secret!"; "Can A Man Love A Girl With A Prison Record?"

EAGLE LION CLASSICS

The Long Dark Hall

MYSTERY
MELODRAMA
86M.

(English-made)

ESTIMATE: Import has restricted appeal.

CAST: Rex Harrison, Lilli Palmer, Tania Held, Henrietta Barry, Dora Severing, Ronald Simpson, Raymond Huntley, William Squires, Ballard Berkely, Anthony Dawson, Patricia Wayne. Produced by Peter Cusick; directed by Anthony Bushell and Reginald Beck.

STORY: A girl is murdered near the theatre in which she worked, and her murderer is never discovered. A year later, another girl, Patricia Wayne, is killed by Anthony Dawson as she returns to her rooming house after giving her evening performance in the theatre. Her boy friend, Rex Harrison, goes to the room, and discovers the body. He manages to evade questioning by his wife, Lilli Palmer. Inspector Raymond Huntley questions him and he is evasive; but later decides to tell the truth. Harrison is charged with murder. Dawson attends the trial, and even becomes friendly with Palmer. The verdict is guilty. On the morning of the execution, police receive a letter from Dawson reporting Harrison's innocence. Harrison, however, has been spared execution by a parliament vote suspending the death penalty, and Dawson is eventually apprehended. Harrison is freed to return to his family.

X-RAY: Whatever appeal this will have on this side will be in some art houses. For the general run of theatres it won't have interest. The film contains dismal settings, a lightweight story, average performances, and standard direction and production. While several trick gimmicks are attempted they don't seem to come off. The screen play is by Nunnally Johnson.

AD LINES: "Murder Stalks 'The Long Dark Hall'"; "Rex Harrison And Lilli Palmer In A New Murder Mystery From England"; "Two Show Girls Are Murder Victims."

EXHIBITOR

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SECTION TWO
Vol. 45, No. 19

MARCH 14, 1951

They Were Not Divided WAR DRAMA
91M.

(English-made)

ESTIMATE: British import will have appeal for only a few spots.

CAST: Edward Underdown, Ralph Clanton, Michael Brennan, Helen Cherry, Stella Andrews, Michael Trubshawe, John Wynn, Desmond Llewlyn, Roppert Gerard, Christopher Lee, Ian Murray, Peter Burton, Charles Perry, Anthony Dawson, Estelle Brody, Rufus Cruikshank, Robert Ayres, Chris Kane, William Magy, Ronan O'Casey, Bill Sylvester, Edgar Whitburn. Produced and directed by Terence Young.

STORY: During World War II after Dunkirk, Englishman Edward Underdown and American Ralph Clanton train in the Caterham Guards Depot, and become officers in the Guards Armored Division. Clanton spends his leave with Underdown, now his bosom pal, and wife, Helen Cherry, and falls in love with and marries Stella Andrews. D-Day comes, and then the breakthrough in the Ardennes. The Guards move up to support the Americans, and Clanton is wounded badly. Underdown refuses to leave him, and both are killed.

X-RAY: Strictly for art spots or some class houses, this presents a British version of the war, and it will have little draw on this side. The idea of having an American on the English side is different; but the film has little suspense. While the war shots have been interwoven with actual war clips, there is little that hasn't been seen before. On this side of the Big Pond, this has definite limitations. The continuity was written by Constance Newton.

AD LINES: "A Story About Fighting Men"; "A War Drama To Excite Every Woman"; "The British Story Of World War II."

LIPPERT

Fingerprints Don't Lie MELODRAMA
(5015) 54M.

ESTIMATE: For the lower half.

CAST: Richard Travis, Sheila Ryan, Sid Melton, Tom Neal, Margia Dean, Lyle Talbot, Michael Whalen, Richard Emory, Rory Mallinson, George Eldridge, Dee Tatum. Produced by Sigmund Neufeld; directed by Samuel Newfield.

STORY: Guilt for the murder of the town's mayor is placed on Richard Emory by fingerprint expert Richard Travis. The murdered man's daughter and Emory's fiancée, Sheila Ryan, pleads that Travis reconsider his findings. They discover that the prints found on the murder weapon were forged by police commissioner Michael Whalen, who committed the murder when the mayor discovered his

connection with racketeer George Eldridge. The latter murders Whalen, and he is shot in a gun battle with police. Emory is released.

X-RAY: This will fit into the lower half. It has a fairly interesting yarn with the fingerprint angle plus a saleable title. The cast is adequate in their assignments, and the direction and production are okeh. The screen play is by Orville Hampton.

AD LINES: "You Can't Erase The Mark Of A Killer"; "An Innocent Man Was Almost Executed For Murder Because An Expert Insisted That 'Fingerprints Don't Lie'"; "Can Fingerprints Be Faked?"

MGM

Inside Straight (123) MELODRAMA 86M.

ESTIMATE: Names should help interesting melodrama.

CAST: David Brian, Arlene Dahl, Barry Sullivan, Mercedes McCambridge, Paula Raymond, Claude Jarman, Jr., Lon Chaney, Monica Lewis, John Hoyt, Roland Winters, Barbara Billingsley, Richard Hale, Hayden Rorke, Jerry Hartleben, Dale Hartleben, Lou Nova. Produced by Richard Goldstein; directed by Gerald Mayer.

STORY: In the '70's in San Francisco, a bank owned by Mercedes McCambridge is on the verge of being closed by a run. On the night before this is to happen, McCambridge, Barry Sullivan, and John Hoyt come to the home of millionaire David Brian, who can save it. Brian and McCambridge have been at odds, and Brian decides that the fate of the bank will rest on a poker game with her. In flashback form, McCambridge, Sullivan, Hoyt, and Lon Chaney, Brian's friend and long time acquaintance, tell what they know of Brian's life. Out to make money, Brian had married Arlene Dahl, who had presented him with a child but had not given him love, and this had ended in divorce. Brian had then married governess Paula Raymond, who died with her daughter in childbirth. Making a fortune, losing it, and making it again, Brian had always been ruthless. In the showdown card game, Brian needs one card for a straight, but after he draws he tells McCambridge, who had bet her bank against Brian's fortune, that he had failed. McCambridge guesses that Brian might have deliberately thrown away his fortune but he won't admit it. Brian then goes to his child, realizing that his real happiness rests in his son.

X-RAY: An adult melodrama long on story but becoming too involved through the use of the flashback method, this probably won't land in the stronger gross category; but it does hold interest for the most part. The flashback device tends to become confusing, with the film suffering as a result. The story follows a typical melodramatic line, and although the cast is star-studded, some players, Sullivan and Dahl, for example, don't have too much to do, with Brian's role the meatiest. Production is on the lush side, and there are a couple of songs thrown in. The story was written by Guy Trosper.

TIP ON BIDDING: Program price.

AD LINES: "He Wanted Only Money . . . But Money Couldn't Buy Love"; "His Fortune Hung On A Turn Of A Card . . . And He Threw Away His Hand"; "An 'Inside Straight' Could Have Saved Him . . . But He Preferred The Love Of His Son."

MONOGRAM

Navy Bound (5120) ACTION DRAMA 60M.

ESTIMATE: Good lower half entry.

CAST: Tom Neal, Wendy Waldron, Regis Toomey, John Abbott, Murray Alper, Paul Bryar, Harvey Parry, Ric Roman, John Compton, Stephen Harrison, Billy Bletcher, Ray Kemper. Produced by William F. Broidy; directed by Paul Landres.

STORY: After Tom Neal wins the navy middleweight championship, he leaves the service to return home because his foster family is in danger of losing their fishing boat for lack of funds. Neal's hot tempered brother, Ric Roman, distrusts Neal's attention to his sweetheart, Wendy Waldron. Neal and Roman have a fight, and Roman walks out. With little time to raise the money and no crew to man the boat, Neal's foster father is ready to give up. Roman, sorry for his actions, arranges for Neal to have a professional fight, winner take all. Without his regular navy trainers, Neal takes an awful beating in the early rounds. However, the kindly captain of his former ship, Regis Toomey, sends the two navy men, Murray Alper and Paul Bryar, to help Neal win. The purse is enough to pay for the boat, and Neal is free to go back to the navy and his ship.

X-RAY: A good script, ably acted and directed makes this a good lower-half entry. The story moves along at a nice pace, and the fight scenes generate excitement. This one should particularly please the younger set. The screen play is by Sam Roeca.

AD LINES: "He Had To Use His Fists To Get Into A Fighting Navy"; "Things Looked Dark Until The Navy Landed With A Bang!"; "The Future Of An Entire Family Rode On His Punch."

REPUBLIC

Cuban Fireball (5007) COMEDY 78M.

ESTIMATE: Routine lower half offering.

CAST: Estelita Rodriguez, Warren Douglas, Mimi Aguglia, Leon Belasco, Donald MacBride, Rosa Turich, John Litel, Tim Ryan, Russ Vincent, Edward Gargan, Victoria Horne, Jack Kruschen, Pedro de Cordoba. Produced by Herbert J. Yates; directed by William Beaudine.

STORY: Estelita Rodriguez, who works in a Cuban cigar factory run by Mimi Aguglia, discovers that she has inherited millions and an oil company in California. Rodriguez, having been told about American wolves, disguises herself as her former employer, Aguglia, and falls in love with the oil company manager's son, Warren Douglas. Since she is not sure if he is interested in her for her money she continues to play the dual part of herself and her old "aunt." This creates confusion with the police suspecting murder and the Immigration Department seeking the passport of the fictitious aunt. The hotel band leader recognizes Rodriguez, and threatens to expose her if she doesn't pay him off, and when Aguglia arrives the confusion is complete. Hoodlums kidnap Rodriguez, and Warren arrives in time to rescue her.

X-RAY: With a light theme and some amusing situations, this will fit into the lower half. The screen play is by Charles E. Roberts and Jack Townley. There are four songs.

AD LINES: "Sultry Estelita Rodriguez In A Gay Romantic Comedy"; "As Gay As A Rhumba Beat And Romantic As A Tropic Night"; "The Merriest And Zaniest Comedy Of The Year."

Missing Women (5025) MELODRAMA 60M.

ESTIMATE: Interesting lower half entry.

CAST: Penny Edwards, James Millican, John Gallaudet, John Alvin, Fritz Feld, James Brown, Robert Shayne, Marlo Dwyer, William Forrest, John Hedloe,

Mary Alan Hokanson, Patricia Joiner. Produced by Stephen Auer; directed by Philip Ford.

STORY: Just married, Penny Edwards and John Hedloe stop their car to remove signs, etc., and see car thieves John Alvin and James Millican changing license plates. The latter decide to add another stolen car to their collection, and order the pair away. When Millican makes a pass at Edwards, Hedloe is shot to death. The bandits get away, and Edwards can offer little help to the police. However, she decides to avenge Hedloe's death, changing her name and appearance. She follows some leads that get her to Alvin, and he gets her a job with the car theft ring headed by Robert Shayne. The Missing Persons Bureau tries to find her, and eventually she is tracked down; but she begs for more time to find killer Millican, and the police agree. Her real identity is discovered by the crooks, and as they are about to kill her, the police show up to rescue her.

X-RAY: Since an interesting story keeps interest on high, this should make an adequate addition to the duallers. Acting, direction, and production are okeh. This was written by John K. Butler.

AD LINES: "The Story Of A Shocking Crime"; "She Was Headed For A Honey-moon And Happiness When Crime Stepped In"; "Drama . . . Mystery . . . Suspense."

Oh! Susanna (5008) OUTDOOR DRAMA 91M.

(Trucolor)

ESTIMATE: Outdoor show will need plenty of push.

CAST: Rod Cameron, Adrian Booth, Forrest Tucker, Chill Wills, William Ching, Jim Davis, Wally Cassell, James Lydon. Associate producer-director Joseph Kane.

STORY: Bitterly resented by prospectors camping on the fringe of the Sioux Nation after the 1875 gold strike in the Black Hills, U. S. Cavalry captain Rod Cameron is determined to avert war by enforcing the treaty prohibiting trespassing into the territory. Fort commander Forrest Tucker is contemptuous of the treaty and of Cameron's West Point background. This, plus their rivalry for the affections of Adrian Booth, develops enmity. Jim Davis, unscrupulous saloon keeper, engineers a Sioux uprising, and when Tucker takes a troop out on a retaliatory mission, and orders Cameron to remain at the fort, Cameron disobeys in order to save Tucker's men and the prospectors who went off to fight the Sioux. Tucker's men are massacred, and the fort is attacked as Cameron's men return. Cameron surrenders, and the Sioux chief allows the women, children, and surviving troops safe passage out of the territory in recognition of Cameron's respect of the treaty. Tucker, dying, admits he was wrong all along.

X-RAY: Long on talk and short on action, this falls far short of its many cavalry-vs.-Indians predecessors. Tucker, Cameron, and Booth do the best they can in roles overdrawn by uninspired scripting and hampered by weak direction, but, however, energetically applied, their efforts fail to make this more than a pale carbon of the standard cavalry-Indians formula. However, the Trucolor is a decided asset, but this will need plenty of push. Songs heard are: "The Regular Army, Oh", "Is Someone Lonely", and "Oh! Susanna." Charles Marquis Warren wrote the screen play.

AD LINES: "The Cavalry Rides Against Uprising Indians!"; "Another Blazing Chapter From The History Of The Untamed West!"; "U. S. Cavalry Bugles Sound The Call To Action Against The Warring Sioux!"

Silver City Bonanza (5051)

WESTERN
67M.

ESTIMATE: Fair series entry.

CAST: Rex Allen, Buddy Ebsen, Mary Ellen Kay, Billy Kimbley, Alix Ebsen, Bill Kennedy, Gregg Barton, Clem Bevans, Frank Jenks, Hank Patterson, Harry Lauter, Harry Harvey. Associate producer, Melville Tucker; directed by George Blair.

STORY: Harry Lauter, blind brother of rancher Buddy Ebsen, discovers a rich silver lode, and is stabbed to death. Rex Allen and Ebsen halt their search for the murderer to save ranch owner Mary Ellen Kay from marauding bandits. When Kay tells them nobody wants to work on her ranch for fear of ghosts, Allen and Ebsen sign on as hired hands, and thwart a rustling attempt. Circumstances point to a connection with the rustlers and the murder of Ebsen's brother. Finding part of a navy diving suit left on the scene of the attempted rustling leads Allen and Ebsen to investigate a "ghost lake" on Kay's ranch. They find a diving party in operation searching for silver buried under the water. Ebsen and Allen round up the bandits, including the murderer of Ebsen's brother.

ESTIMATE: Containing all the standard western elements, plus effective humorous touches by Ebsen, pleasing vocal renditions by Allen, and action that embodies an unusual underwater fight, this shapes up as a more than adequate Allen entry. Songs heard are: "Lollipop Jane," "Sweet Evalina," and "I Ride Old Paint." The story is by Bob Williams.

AD LINES: "They Called It A 'Ghost Lake' . . . And It Carried A Sinister Secret"; "Ride With Rex Allen!"; "Rex Tangles With A New Kind Of Crook In 'Silver City Bonanza'!"

20TH-FOX

House On Telegraph Hill (117)

DRAMA
93M.

ESTIMATE: Moderate programmer

CAST: Richard Basehart, Valentina Cortesa, William Lundigan, Fay Baker, Gordon Gebert, Kei Thing Chung, Steve Geray, Herbert Butterfield, Natasha Lytess. Produced by Robert Bassler; directed by Robert Wise.

STORY: When the Nazis invade Poland, Valentina Cortesa's family is killed, and she imprisoned in a concentration camp where she becomes very friendly with Natasha Lytess, who had managed to smuggle her infant son to an aunt in San Francisco. Lytess dies, and Cortesa decides to assume her identity. She reaches America, and learns that the aunt is dead, and that Richard Basehart, a distant relative, has been made guardian of the son, Gordon Gebert, who will inherit the family fortune. Basehart proposes marriage to safeguard the family fortune. Cortesa accepts. Cortesa meets Gebert and governess, Fay Baker, and sees that there seems to be an attachment between her and Basehart. Family lawyer Bill Lundigan recalls that Cortesa and he met when he was an officer at her concentration camp. Everything is fine until she begins to suspect that Basehart is trying to kill her. She tries to convince Lundigan of this after confessing her true identity. Things come to a head when Basehart tries to feed her poisoned orange juice but she switches glasses, and Basehart dies. Lundigan arrives with the police, and removes Cortesa and Gebert from the house promising to look after them in the future.

X-RAY: Interesting throughout, this is an attractive drama loaded with suspense and intrigue. Although there are several story inconsistencies, they are overcome

by good acting, an attention-holding yarn and good direction and production. The screen play is by Elick Moll and Frank Partos, based on a novel by Dana Lyon.

TIP ON BIDDING: Program price.

AD LINES: "What Was The Mystery Of The 'House On Telegraph Hill'?" "Was It True That Her Husband Was Trying To Kill Her Or Was It An Overwrought Imagination?" "Romance, Mystery, And Intrigue All Play An Important Part In Life In The 'House On Telegraph Hill'."

Rawhide (113)

WESTERN MELODRAMA
86M.

ESTIMATE: Name value will help well-directed outdoor show.

CAST: Tyrone Power, Susan Hayward, Hugh Marlowe, Edgar Buchanan, Jack Elam, George Tobias, Jeff Corey, James Millican, Louis Jean Heydt, William Haade, Dean Jagger, Milton R. Corey, Sr., Walter Sande, Dick Curtis, Judy Ann Dunn. Produced by Samuel G. Engel; directed by Henry Hathaway.

STORY: In post Civil War days, the first stagecoach line across the country starts, and at the Rawhide relay station, Edgar Buchanan teaches the ropes to easterner Tyrone Power, son of a line executive. On a stage come Susan Hayward and small child, Judy Ann Dunn. Because bandits headed by Hugh Marlowe are on the loose, Hayward and child are prevented from riding the stage further. Only Buchanan, Power, Hayward, and child are at the post when Marlowe arrives, tricks Buchanan, and takes over with his men, Jack Elam, George Tobias, and Dean Jagger. Buchanan is killed, but Power is left alive so that he can pave the way for a gold shipment to come through. Hayward, who has told Power that the child is really her dead sister's, and Power pose as man and wife, and plan to escape. They start to dig their way out of the room in which they have been imprisoned, but fail. In a showdown, Elam kills Marlowe, and Tobias dies also. Elam shoots it out with Power, Hayward killing Elam as the stage arrives.

X-RAY: An unusual western, long on dramatic moments but short on the conventional hard riding, shooting, etc., this has the benefit of the name draw, better than average direction, and a taut production. Whether open air addicts will find this to their liking is something else again as it is not conventional. The casting is aces, and the show benefits, but what it will do will depend on the merchandising. Power is good as the easterner who finds it tough to conform to western ways; Hayward gets the most out of her role while Marlowe is a different kind of killer. This offers many things not seen in the usual outdoor show but also lacks some usually included. There is one song: "A Rollin' Stone." Dudley Nichols wrote the story.

TIP ON BIDDING: Fair program price.

AD LINES: "A Story Of The Old Frontier . . . And Men Who Killed To Rule"; "Tyrone Power . . . And Susan Hayward . . . In A Vivid Tale Of The Old West"; "They Posed As Man And Wife To Live . . . And Love."

U.S.S. Teakettle (110)

COMEDY
93M.

ESTIMATE: Naval comedy packs plenty of laughs.

CAST: Gary Cooper, Jane Greer, Millard Mitchell, Eddie Albert, John McIntire, Ray Collins, Harry Von Zell, Jack Webb, Richard Erdman, Harvey Lembeck, Henry Slate, Ed Begley, Fay Roope, Charles Tannen, Charles Buchinski, Jack Warden. Produced by Fred Kohlmar; directed by Henry Hathaway.

STORY: Civilian engineer Gary Cooper, a Rutgers graduate, takes his three months of training early in World War II, and is assigned to the command of the PC1168,

to be used for an important steam engine experiment as one of the navy's many top secret projects. Cooper's wife, Jane Greer, enlists in the Waves, and is assigned to nearby desk duty. Cooper's officers and crew, with the exception of boatswain Millard Mitchell, are green. Despite the men's best efforts, the engine doesn't perform properly, and the ship is named the U.S.S. Teakettle by sailors at the base. In order to restore the crew's morale, seaman Charles Buchinski entered in the base's boxing tournament, but he has an accident, and officer Jack Webb substitutes for him, using his name, and wins. Finally, the trial run takes place with top admiral Ray Collins on board, and although the craft keeps going thanks to hand power more than anything else, it is evident that the project is suited only for some other type of craft. However, Cooper and crew are commended for their efforts, and given a Diesel engine, and assigned to convoy duty. Proud of their vindication, Cooper and crew sail away while Greer watches on the pier.

X-RAY: One of the funniest service comedies in some time, this has everything needed for audience satisfaction, but because the title may be meaningless to some, the film needs the best of selling attention. Laughs are numerous and lusty, and although the appeal is more masculine, femmes should get more than an ordinary share of fun out of it. Cooper fits into top role admirably, and is assisted by a better than average group of aides, including Mitchell, as the disgusted boatswain's mate; Webb, Eddie Albert, and Erdman, as officers, and others. The slight love interest is well handled by Greer. This has everything the boxoffice needs but the patrons will have to be sold on the content. This was based on a New Yorker magazine story by John W. Hazard. (20th-Fox has since indicated that a new title for the film would be sought.—Ed.)

TIP ON BIDDING: Good program price.

AD LINES: "Never A Ship Like The 'U.S.S. Teakettle'"; "What's The Navy Coming To . . . In The Year's Biggest Laugh Show"; "You'll Howl . . . When You See The Navy's Secret Project . . . On The PC1168."

U-International

Up Front (118)

COMEDY
90M.

ESTIMATE: Good war comedy is filled with merchandising angles.

CAST: David Wayne, Tom Ewell, Marina Berti, Jeffrey Lynn, Richard Egan, Maurice Cavell, Vaughn Taylor, Silvio Minciotti, Paul Harvey, Roger De Koven, Grazia Narciso, Tito Vuolo, Mickey Knox. Produced by Leonard Goldstein; directed by Alexander Hall.

STORY: In World War II on the Italian front, buddies Tom Ewell and David Wayne are separated when the latter is wounded, and sent to a hospital in Naples. Ewell visits him, and succeeds in getting him out of the hospital. Wayne has an eye for the women, and their escapades lead them to Marina Berti, but the M.P.'s arrest them, and catch Berti's father, Silvio Minciotti, who runs an illegal still. Major Vaughn Taylor seeks to make an example of the boys but he is thwarted by their general. Wayne falls for Berti, and the two boys decide to go to court to act as character witnesses for her father. They save the day for him but later find themselves driving a black market truck back to the lines, where the equipment is needed. Taylor follows, and is about to arrest them again with a load of M.P.'s on hand when General Paul Harvey intercedes, praises Ewell and Wayne for their good work, demotes Taylor, and adds the M.P.'s to his ranks. The war continues.

X-RAY: Based on the Bill Mauldin work, "Up Front", this has plenty of fun, particularly for ex-vets, and although it has some slow spots it shapes up as material that should do nicely at the boxoffices. While the Wayne-Ewell combination is not too potent for the marquee, the boys do well, and combining Mauldin material with familiar war gags makes for a lot of fun. The romance is slight, although Berti impresses as a possibility. Lynn hasn't much to do as the boys' captain, with other feature players adequate. Basically, this is an exploitation picture, and on the selling will depend the returns. The merchandise is there. A couple of songs are heard.

TIP ON BIDDING: Good program price.

AD LINES: "War Was Never Like This"; "Willie and Joe Are Here In The Year's Funniest Military Comedy"; "Bill Mauldin's 'Up Front' Comes To Life In The Comedy Of The Year."

WARNERS

Only The Valiant OUTDOOR MELODRAMA (022) 105M.

ESTIMATE: Name draw should help well-made outdoor show.

CAST: Gregory Peck, Barbara Payton, Ward Bond, Gig Young, Lon Chaney, Neville Brand, Jeff Corey, Warner Anderson, Steve Brodie, Dan Riss, Terry Kilburn, Herbert Heyes, Art Baker, Hugh Sanders, Michael Ansara, Nana Bryant. Produced by William Cagney; directed by Gordon Douglas.

STORY: In post Civil War days, a fort guarding a pass leading to Indian territory is overcome by the Apaches, and everyone is killed. Captain Gregory Peck, who led the relieving cavalry, returns to a nearby fort with Michael Ansara, chief of the Indians. Peck is ordered to take Ansara away from the area but the orders are changed, and Lieutenant Gig Young is given the assignment. Since Peck had seen Young innocently kissing Peck's sweetheart, Barbara Payton, the belief spreads that Peck had changed the orders. Young is killed, and Ansara escapes. Peck is then detailed to take a group of men back to the fort near the pass to hold it until reinforcements come. He chooses only men who hate him, his real reason being that these men are expendable. Finally, after several men are killed, reinforcements come to save Peck and two others, thanks to the use of an early machine gun. Peck kills Ansara in hand-to-hand combat. He leads his men back to the fort, where Payton, who had learned the truth, waits for him.

X-RAY: Starting with plenty of action, and ending the same way, this has many slow moments in between, with the result a film that doesn't come up to top outdoor standards. The cast is well chosen, but only Peck's name will mean anything on the marquee, and the femme appeal is slight. The film has many brutal moments, and while the suspense has been well handled, it slows down the pace considerably. Peck is okeh, as usual, with valuable assists from Ward Bond, Lon Chaney, Jeff Corey, and others. This is another soldiers and Indian story, with the box-office values depending on the selling plus how frequently outdoor shows have been played. The novel on which this is based was written by Charles Marquis Warren.

TIP ON BIDDING: Fair program price.

AD LINES: "The Cavalry In Action Against The Apaches"; "Thrills And Action With The Cavalry"; "Follow The Cavalry Into Action Against The Vicious Apaches Of Yesterday."

The Shorts Parade

TWO REEL

Comedy

BABY SITTER JITTERS. Columbia—Three Stooges Comedies. 16m. The Three Stooges turn to baby sitting, and are assigned to watch the offspring of a woman separated from her husband. The three knock themselves out, and fall asleep exhausted. The woman returns to find the child gone, and they all rush off to the husband. After a melee, the woman decides to rejoin her husband but the Stooges aren't paid. FAIR. (3406).

HE FLEW THE SHREW. Columbia—All Star. 16½m. Wally Vernon can no longer take his wife's constant henpecking, and takes to the road with Eddie Quillan, a refined tramp. Quillan reads that Vernon's wife is divorcing him, and heads for her. When Vernon catches up, he finds Quillan. Thinking he has been doublecrossed, he beats him up, but Quillan was successful in persuading the wife not to divorce Vernon. As soon as she starts nagging again, Vernon leaves home again. FAIR. (3413).

WEDDING YELLS. Columbia—All-Star Comedies. 16m. Eddie Foy is assigned by his boss to stand in for a client as a bridegroom by proxy. A bonus check persuades him. Foy accompanies his "bride" to a lodge to await her husband only to find that his own girl is staying at the lodge. He learns that he is her second choice for a husband. He and his office assignment find that they are in love, and all is straightened out when the real bridegroom appears. The latter and Foy's girl want to get married, and he and his "bride" want to make things legal. GOOD. (3414).

Musical

RAY ANTHONY AND HIS ORCHESTRA. U-International—Name Band Musicals. 15m. Using a standard night club set, the Ray Anthony group and tap dancer Jimmy Vey join up to present a foot-tapping musical session. Although the music is listenable there has been little effort made to offer any visual entertainment. The following numbers are done by the Anthony band, the Starlighters, and Vey; "Skip To My Lou", "Toot Toot Tootsie", "Honeysuckle Rose", "All Anthony And No Cleopatra", "Come To The Fair", and "Mr. Anthony's Boogie." FAIR. (6305).

ONE REEL

Color Cartoon

COLD STORAGE. RKO—Walt Disney Cartoons. 7m. To escape from the freezing cold, a stork takes over Pluto's dog house. At first, Pluto can't figure out what is in his home, but when he does the two battle over who will not be left out in the cold. Pluto wins out, only to have the weather turn hot. The stork then gets his revenge by refusing to let Pluto get out of the dog house. EXCELLENT. (14109).

CORN PLASTERED. Warners—Merrie Melodies. 7m. The crow is again the arch enemy of the farmer, who is at his wits end to put a stop to the crow's corn stealing. After a series of gags, most of them funny, the farmer winds up at the bottom of the sea, but the crow goes down there after him also. GOOD. (7709).

SCENT-IMENTAL ROMEO. Warners—Merrie Melodies. 7m. In a French zoo, a cat is following a keeper, who is feeding all of the animals, but who will not feed her since she does not live there. At the

skunk cage, the cat gets a brilliant idea and paints herself to look like a skunk. Just as she is enjoying the skunk's food, one skunk starts to get romantic with her and she can hardly stand it. She tries to escape but the skunk keeps right after her, and a chase takes place. The keeper finally catches up with the skunk, and the cat escapes. GOOD. (7710).

THE TALKING MAGPIES IN BULL-DOZING THE BULL. 20th-Fox—Terrytoons. 6m. The talking magpies have the usual amount of trouble with the bull and the ticket taker, with plenty of gags, some old, some new, winding up with the proverbial chase. FAIR. (5108).

TWEET MUSIC. Paramount—Screen Songs. 7m. Various kinds of fine-feathered friends, including owls, pelicans, and the cuckoo are shown in humorous situations. The bounding ball then takes over for a rendition of "Let's All Sing Like The Birdies Sing." GOOD. (X10-3).

Novelty

CANDID MICROPHONE No. 3. Columbia—Candid Microphone. 10½m. Allen Funt has some fun with a caterer's representative. He is also a clerk in a store operated by a company that gives away premium coupons with its product. GOOD. (3553).

Color Travel

LAND OF THE ZUIDER ZEE. MGM—Fitzpatrick Traveltalks. 9m. The Technicolor camera visits the Zuider Zee country of Holland, and as the land is being reclaimed from the sea, fishing is giving way to farming. Glimpses of the Hague and the Dutch peasants, etc., make this an interesting subject. GOOD. (P-214).

PORTUGAL. Republic—This World Of Ours. 9½m. Trucolor. The colorful splendor of modern Lisbon is contrasted with the picturesque simplicity of Portuguese peasant life in this interesting travel topic. Scenes of fishing, cork-gathering, and folk dancing, plus glimpses of the ultra metropolitan centers heighten the appeal of this pleasing subject. GOOD. (5072).

SPRINGTIME IN THE NETHERLANDS. MGM—Fitzpatrick Traveltalk. 8m. While the Technicolor cameras give full play to the beauty of the subject, Holland's tulip business is viewed and discussed by the commentator. Bulb raising being the reason for it all, the tulips are discarded, which will be eyed with dismay by flower lovers. While this is in the leisurely Fitzpatrick tradition, it is pretty. GOOD. (P-213).

Too Late To Classify

Features

Texans Never Cry (352) WESTERN 66M. (Columbia)

ESTIMATE: Standard Autry.

CAST: Gene Autry, Pat Buttram, Mary Castle, Russ Hayden, Gail Davis, Richard Powers, Don Harvey, Richard Flato, Roy Gordon, Frank Fenton. Produced by Armand Schaefer; directed by Frank McDonald.

STORY: Ranger Sergeant Gene Autry has to bring in a gang selling counterfeit Mexican lottery tickets. Autry suspects saloon owner Richard Powers and his friend, Don Harvey. Powers tells his girl

friend, Mary Castle, to play up to him. Autry is aware of the plan, but goes along with it. Powers, anxious to get rid of Autry, hires Russ Hayden to kill him. Hayden's horse goes wild, and Autry saves his life. Jealous of Autry's apparent interest in Gail Davis, Castle responds to Hayden's attentions. To get Powers out into the open, Autry spreads a story that he is going out of town, takes a fake stagecoach trip, and is joined by Hayden, who has been ordered by Powers to shoot Autry. Hayden brings Autry, with his hands tied, to the counterfeiters' lair. When Harvey prepares to kill Autry, Hayden shoots him, and is mortally wounded by Powers. The rangers arrive to clean up the gang.

X-RAY: Regular Autry fans might not care too much about the amount of time spent on developing the love angle, but when things do start moving, the action goes along at a swift pace in this standard release. The acting and direction are adequate. This was written by Norman S. Hall. There is one song, "Texans Never Cry."

TIP ON BIDDING: Usual series price.

AD LINES: "Gene Autry Battles A Gang Of Cunning Counterfeiters"; "He Had To Kill The Man Who Saved His Life"; "Gene Autry As A Fighting Texas Ranger."

Flame Of Stamboul (314)

MELODRAMA
68M.

(Columbia)

ESTIMATE: For the lower half.

CAST: Richard Denning, Lisa Ferraday, Norman Lloyd, Nestor Paiva, George Zucco, Donald Randolph, Peter Mamakos, Paul Marion, Peter Brocco. Produced by Wallace MacDonald; directed by Ray Nazarro.

STORY: Lisa Ferraday leaves a ship at Istanbul, bids ship pianist Richard Denning farewell, and hurries to meet Donald Randolph, who hires her to impersonate a famous dancer with whom Paul Marion, son of a wealthy Egyptian, who is a member of the European defense council, is infatuated although he has never really seen her face. Ferraday doesn't know that the dancer was killed with her weapon, nor that the gang headed by George Zucco is really after secret defense plans involving the Suez Canal contained in a jewel case carried by Marion's father. Ferraday starts an engagement, and Denning, really an American secret agent, turns up. With the aid of paid informer Norman Lloyd, Denning succeeds in learning Zucco's plans. Ferraday sees the error of her ways, and tips off Marion, who summons the police, who arrive to break up the gang.

X-RAY: A fairly interesting story, a sense of intrigue, adequate performances, and ordinary production and direction put this in the lower half category. The script is by Daniel B. Ullman.

TIP ON BIDDING: Lowest bracket.

AD LINES: "Intrigue And Mystery In Istanbul"; "She Captured Men's Hearts With Her Dancing"; "Secret Service Agents In Action Abroad".

Quebec (5017)

HISTORICAL
MELODRAMA
85M.

(Color by Technicolor)
(Paramount)

ESTIMATE: Historical melodrama will need plenty of push.

CAST: John Barrymore, Jr., Corinne Calvet, Barbara Rush, Patric Knowles, John Hoyt, Arnold Moss, Don Haggerty, Patsy Ruth Miller, Howard Joslin, Paul Guevremont, Adrian Belanger, Jacques Champagne, Rene Constantineau, Marcel Sylvain, Rolland Joseph Beudet, Nikki Duval. Written and produced by Alan Le May; directed by George Templeton.

STORY: In 1837, a group of French and English rebel against the rule of Canada

by England. Among the leaders are Patric Knowles and Corinne Calvet, his sweetheart, who bore him a son, John Barrymore, Jr. Thinking Knowles was dead, Calvet had married British officer Don Haggerty. When she discovers that Knowles is alive, she refuses to live with Haggerty, and chooses to join the fight for freedom. Barrymore, raised by Knowles, thinks his mother dead, and assists Knowles. Things come to a head when the signal is given to take the fortress of Quebec, but this fails. When Knowles tries to get pardons for his men from Haggerty, he is ordered killed. Barrymore takes over the fight but is unsuccessful. Calvet tries to get Barrymore pardoned, and, when Haggerty agrees, decides to trust him, and she is shot. Barrymore escapes, learns too late that Calvet was his mother, and seeks comfort in the love of Barbara Rush.

X-RAY: Despite the fact that considerable attention has been paid to this, and it has the benefit of Technicolor, this falters along the way. There are colorful battle scenes, plenty of intrigue, hints of romance, good characterizations, etc., but somehow this doesn't jell into the sort of film which will prove strong at the box-office. The star angle isn't too potent although young Barrymore will help in the selling. The shots taken around Quebec lend authenticity. Legion of Decency: "B".

TIP ON BIDDING: Program price.

AD LINES: "Canada Fights For Freedom, And The Result Is A Historical Spectacle"; "A Lavish Tale Of Intrigue In Historic Quebec"; "The Story Of The Fortress At Quebec."

Night Riders Of Montana (5029)

WESTERN
60M.

(Republic)

ESTIMATE: Okeh western.

CAST: Allan "Rocky" Lane, Chubby Johnson, Roy Barcroft, Claudia Barrett, Arthur Space, Myron Healey, Mort Thompson, Marshall Bradford, Lester Dorr. Produced by Gordon Kay; directed by Fred C. Brannon.

STORY: Rustlers become so troublesome that rancher Marshall Bradford goes to the governor, who agrees to send rangers if the ranchers will supply horses. All agree except Myron Healey. The rustlers, led by town gun smith Arthur Space, kill Bradford, and his son, Mort Thompson, sure that Healey was responsible, gets the town stirred up. Healey is forced to go into hiding. Ranger Allan "Rocky" Lane is tracking down the gang. Thinking Space is his friend, Healey agrees to get his sister, Claudia Barrett, to find out where the ranchers' herds are being assembled. Space tricks Thompson into telling him where the herds are. After convincing Thompson that Healey did not kill his father, Lane, with the help of the sheriff, Chubby Johnson, meet the rustlers, and round up the gang. Space attempts to run out, but Lane follows him, and Space is killed.

X-RAY: With emphasis placed on shooting and riding, this should please fans who go for westerns. This was written by M. Coates Webster.

AD LINES: "Allan 'Rocky' Lane Battles The West's Most Daring Rustlers"; "A Herd Of Horses Brings Sudden Death To The Range"; "Rocky Lane Outwits The West's Most Cunning Outlaws."

Bird Of Paradise (109)

ROMANTIC DRAMA
100M.

(20th-Fox)

(Color by Technicolor)

ESTIMATE: Colorful spectacle calls for the utmost in selling attention.

CAST: Louis Jourdan, Debra Paget, Jeff Chandler, Everett Sloane, Maurice Schwartz, Jack Elam, Prince Lei Lani, Otto Waldis, Alfred Keisler, Mary Ann

Ventura, David K. Bray, Violet Nathaniel, Solomon Pa. Associate producer, Harmon Jones; written and directed by Delmar Daves.

STORY: Jeff Chandler, a Polynesian who is part Caucasian, returns to his native island in the South Seas with a college friend, Frenchman Louis Jourdan. Jourdan and Chandler's sister, Debra Paget, fall in love, but high priest Maurice Schwartz warns that evil has come with Jourdan. After observing native customs, Jourdan and Paget marry, and are happy. The island's volcano erupts, and Schwartz calls upon Paget, the first born daughter of the chief, as a sacrifice. Willingly, Paget throws herself into the fiery furnace, and the volcano grows quiet. With only a memory, Jourdan leaves the island.

X-RAY: Offering one of the biggest merchandising opportunities in some time, and backed by intensive pre-selling, this is a film that contains elements for all types of audiences, but it will need the utmost selling attention. Enhanced by Technicolor, and photographed in the Hawaiian Islands, it is beautiful, filled with romantic and dramatic sequences, and winding up with a volcano sequence that should satisfy the thrill customers. The love sequences between Paget and Jourdan should satisfy the women, and while the pace is sometimes slow, the charm of the film should offset this to a degree and the comedy has not been overlooked. Chandler, Paget, and Jourdan take top honors, while Schwartz, as the priest, also makes the most of his dramatic opportunities. The use of natives also lends authenticity. Because there hasn't been a film like this in some time, and because of the angles listed above, "Bird Of Paradise," properly handled, could become an important box-office item.

TIP ON BIDDING: Higher Bracket.

AD LINES: "Beauty And South Pacific Adventure"; "All You Will Ever Know Of Love, Beauty, And South Pacific Adventure"; "Filmed In The Exotic Paradise of The South Seas."

Fourteen Hours (114)

DRAMA
92M.

(20th-Fox)

ESTIMATE: High rating drama.

CAST: Paul Douglas, Richard Basehart, Barbara Bel Geddes, Debra Paget, Agnes Moorehead, Robert Keith, Howard da Silva, Jeffrey Hunter, Martin Gabel, Grace Kelly, Frank Faylen, Jeff Corey, James Millican, Donald Randolph, Willard Waterman, Kenneth Harvey, George MacQuarrie, Ann Morrison, Forbes Murray, Bernard Burke, George Putnam, Michael Fitzmaurice, Russell Hicks. Produced by Sol C. Siegel; directed by Henry Hathaway.

STORY: Traffic policeman Paul Douglas is summoned to a New York hotel by passersby who see Richard Basehart perched on a ledge 15 stories above the ground. Douglas tries to coax Basehart in but to no avail. An emergency squad headed by Deputy Commissioner Howard da Silva brings out the fire department, ropes, reinforcements, etc., as well as psychiatrists Martin Gabel and Donald Randolph. Basehart refuses to talk to anyone but Douglas. In the crowd are Debra Paget and Jeffrey Hunter. Also there is Grace Kelly enroute to an appointment with her attorney to work out the details of a divorce. As Douglas soothes Basehart, his real identity is established, and his mother, Agnes Moorehead, and father, Robert Keith, are summoned. They have been separated for some years. Both try to lure him back but don't succeed. Basehart's girl, Barbara Bel Geddes, is sent for and she tries with no success. Night falls, and police string a cargo net beneath the window. An accidental lighting of a searchlight blinds Basehart and sends him

off the ledge but he is caught by the net, and hauled in. Paget and Hunter have become friends, and the sight of Basehart on the ledge brings about a reconciliation of Kelly with her husband. Basehart is promised medical care.

X-RAY: This is an exciting experience in suspense that won't soon be forgotten. It's a little hard to visualize that 92 minutes can be so filled with interest and thrills but it's been done, and very well, too. The pace is well-suited to the subject, the cast is tops, especially Basehart and Douglas, the direction and production in the better class, and the yarn has been well developed. Since a great deal of footage was shot on actual location, there is an air of authenticity about the film that aids in bringing engrossing entertainment. The screenplay was written by John Paxton, based on a story by Joel Sayre.

TIP ON BIDDING: Good program price.

AD LINES: "An Exciting Adventure In Suspense"; "An Experience Never To Be Forgotten"; "Thrill At The Potential Suicide Attempt."

The Sword Of Monte Cristo (106)

(20th-Fox)
(Supercinecolor)

MELODRAMA
80M.

ESTIMATE: Interesting programmer has the angles.

CAST: George Montgomery, Paula Corday, Berry Kroeger, William Conrad, Steve Brodie, Rhys Williams, Robert Warwick, David Bond. Produced by Edward L. Alperson; directed by Maurice Geraghty.

STORY: In France in 1858, Emperor David Bond sends Captain George Montgomery and Dragoons with Minister Berry Kroeger to Normandy to set down a group attempting rebellion. The rebels are led by Paula Corday, niece of the Marquis, who, in her guise of "The Masked Cavalier," has done much to aid her cause. Corday says she has the fabulous fortune of Monte Cristo. The location of the treasure is inscribed on the handle of a sword, and only her uncle can decipher them. Kroeger takes the sword, and throws the uncle, Robert Warwick, into a dungeon. Corday, as "The Masked Cavalier," gets back the sword, but Montgomery catches her. When he attempts to bring the sword to the emperor, Kroeger has him and his men thrown into prison. Warwick refuses to decipher the message. Meanwhile, Corday reaches the emperor, and brings him back with her. Kroeger forces the emperor to order Warwick to decode the sword, and Kroeger and his men find the treasure. Before they can leave, Montgomery and his men, arrive and capture them. In a sword fight Kroeger is killed. Warwick then offers the treasure to the emperor.

X-RAY: With the accent on the action, this historical melodrama has the angles for the selling, and moves at a brisk pace. While the cast is not too strong for marquee purposes, the Monte Cristo background is generally attractive at most box-offices, and adequate performances plus good production values will add to the merchandising angles. The film story was written by Maurice Geraghty.

TIP ON BIDDING: Fair program price.

AD LINES: "The Most Beautiful Woman In France Held The Secret To The World's Most Fabulous Treasure"; "A Desirable Woman By Day And A Daring Masked Swordsman By Night"; "A Thrilling Drama In Beautiful Supercinecolor."

Abbott and Costello Meet The Invisible Man (116)

(U-International)

FARCE
82M.

ESTIMATE: Laugh-packed Abbott and Costello should ride into the better money.

CAST: Bud Abbott, Lou Costello, Nancy Guild, Arthur Franz, Adele Jergens, Sheldon Leonard, William Frawley, Gavin Muir, Sam Balter, John Day. Produced by Howard Christie; directed by Charles Lamont.

STORY: Bud Abbott and Lou Costello, graduates of a detective school, are hired by prize fighter Arthur Franz to clear him of the accusation that he killed his manager, for which he was framed by gamblers. They accompany him to the home of his fiancée, Nancy Guild, and her doctor uncle Gavin Muir, and Franz sees how the doctor's formula for invisibility works on animals. Franz decides to try it himself despite the chance of his being driven insane. He works with Abbott and Costello in his invisible state, and has Costello pose as a fighter. The press soon demands a fight between John Day and Costello. Gambler Sheldon Leonard, who framed Franz, backs Day, and arranges for Costello to throw the fight with the help of Adele Jergens. Franz helps Costello knock out Day, and in the dressing room Leonard and his henchman are caught trying to kill Costello. Franz is wounded, and gets a blood transfusion from Costello as well as the antidote to make him visible. Some of his blood gets into Costello, who turns invisible briefly, but he gets back his earthly shape as the proceedings end.

X-RAY: Obviously just a framework for further Abbott and Costello shenanigans, this has the makings for better A and C returns. Previewed in a theatre, the laughs came fast and furious, and the audience got a lot of fun out of it. The pace is particularly good, and the direction and production are adequate. Where the A and C entries have been potent, this should land with their better grosses. The selling angles, based on the invisible man angle, are many. The story by Hugh Wedlock, Jr., and Howard Snyder, is suggested by H. G. Wells' "The Invisible Man". One song, "Good Old DDT", is heard.

TIP ON BIDDING: Good program price.

AD LINES: "When Abbott And Costello Tangle With The Invisible Man There Are Fun-Provoking Fireworks"; "Guaranteed To Chase Your Blues Away"; "There's A Panic And A Laff Riot When 'Abbott And Costello Meet The Invisible Man'."

The Magnet

(U-International)
(English-made)

COMEDY DRAMA
78M.

ESTIMATE: Import has good selling angles.

CAST: Stephen Murray, Kay Walsh, William Fox, Meredith Edwards, Gladys Henson, Thora Hird, Michael Brooke, Jr., Wylie Watson, Kieth Robinson, Julien Mitchell, Anthony Oliver. Produced by Michael Balcon; directed by Charles Frend.

STORY: Home from school because of a scarlet fever outbreak, imaginative ten-year-old William Fox tricks Michael Brooke, Jr., into giving him a powerful magnet for an "invisible watch." Fox then runs off with Brooke's nurse calling him thief. Conscience-stricken, Fox finally gives the magnet to Meredith Edwards, raising money to buy an iron lung for the hospital. Edwards accepts it as a symbol of a young boy giving up his most precious property to aid the fund. The magnet helps to put over the drive. The mayor awards a gold medal to Fox, and orders a search for him since his identity is not known. Fox, convinced that he has caused the death of Brooke, is afraid to leave the house. His psychiatrist father, Stephen Murray, interprets his desire to stay at home as part of a mother complex, and gets his wife, Kay Walsh, to trick Fox out of the house. Fox becomes terrified, and runs away. He meets a group of boys who look to him as a hero when he convinces them that he is a murderer. One of

the boys, Kieth Robinson, falls off a pier, and Fox saves him. The police arrive, take Robinson to the hospital, and put him in an iron lung. When Fox is seen there, the whole problem is cleared up, Fox getting the medal. The next day, Fox swaps the medal with Brooke for the "invisible watch."

X-RAY: One of the better English imports, this should appeal to the art houses. There are laughs, a bit of satire, and the story holds interest throughout. Fox is excellent as the small boy, and the rest of the cast is okeh. The screen play is by T. E. B. Clarke.

TIP ON BIDDING: Low bracket.

AD LINES: "An Amusing Journey Into The Jungle Of A Boy's Mind"; "A Tender Story Every Parent Will Understand"; "Exciting New Young Star William Fox In A Story That Will Cuddle Up To Your Heart."

No Orchids For Miss Blandish

MELODRAMA
92M.

(Renown)
(English-made)

ESTIMATE: British meller has plenty of sex exploitation angles.

CAST: Jack LaRue, Hugh McDermott, Linden Travers, Walter Crisham, Leslie Bradley, Zoe Gail, Charles Goldner, MacDonald Parke, Percy Marmont, Lilly Molnar, Richard Neilson, Frances Marsden, Michael Balfour. Produced and directed by St. John L. Clowes.

STORY: Three thugs learn that Linden Travers and fiancée are going to a roadhouse, and that she will be wearing the family jewels. The bandits stop Travers' car, and, after a fight, her fiancée and two thieves are dead. The remaining thug, Leslie Bradley, takes Travers, as well as the jewels. Bradley is about to attack Travers when a gang headed by Jack LaRue arrives, kills Bradley, and takes the girl for ransom. Travers and LaRue fall in love. When LaRue decides to send back the jewels, his gang takes things in hand. Reporter Hugh McDermott discovers where Travers is, and informs the police. Just as the gang is about to kill LaRue, the police arrive, and Travers and the wounded LaRue escape. LaRue then walks out into the bullets of the police. When Travers returns home, she decides she cannot live without LaRue, and kills herself.

X-RAY: All the stops were pulled out on this British attempt to portray an American gangster film, and often the action, dialogue, and accents bring laughter where they aren't supposed to. However, some of the scenes and dialogue have sex exploitation angles that can be played up in a few spots. Acting and direction are both on the same pretty low level with LaRue being the only one who seems to know what was going on. The screen play is by St. John L. Clowes. Legion of Decency: "C."

AD LINES: "A Startling, Daring Film"; "A Beautiful Woman Trapped In The Arms Of A Killer"; "A Thrill-A-Minute Melodrama."

Another Shore

COMEDY DRAMA
77M.

(Pentagon)
(English-made)

ESTIMATE: Quiet British comedy with limited appeal.

CAST: Robert Beatty, Moira Lister, Stanley Holloway, Michael Medwin, Sheila Manahan, Fred O'Donovan, Desmond Keane, Maureen Delany, Dermot Kelly, Michael Golden, Michael O'Mahoney, W. A. Kelly, Wilfred Brambell, Michael Dolan. Produced by Michael Balcon; directed by Charles Crichton.

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Too Late To Classify

(Continued from preceding page)

STORY: The idea of living on a South Sea Island is an obsession with Robert Beatty. He quits his job to seek the chance to help an old person who will be so grateful that he will finance Beatty's trip. Beatty meets Moira Lister, who is very interested in him, but Beatty has no place in his plans for women. Beatty helps wealthy drunkard Stanley Holloway, and when Holloway, who made his money in the South Seas, discovers a mutual interest, he has his lawyers draw up a contract stating that Beatty will accompany him when he returns to the islands. They must wait, however, until Holloway's wife, who controls the family fortunes, dies or deserts him. All obstacles are removed when Holloway's wife runs off with the chauffeur. Beatty spends Christmas eve with Lister, and she tells him of her love. Beatty can't give up the idea of the trip, and they leave each other in anger. Holloway and Beatty are on their way to the boat when they run into a car driven by Lister. While Beatty is unconscious, Lister gets a friend to take his place with Holloway. Recovering, Beatty realizes that he loves Lister, and he returns to his job.

X-RAY: Those who find it difficult to appreciate the British sense of humor and a leisurely pace may find this offering a bit hard to take. Beatty does a nice job with a role that could have easily become ridiculous in less capable hands, and the film offers some interesting views of Dublin, and the people who live there. It is best suited for art and specialty houses. The screen play is by Walter Meade.

AD LINES: "Accidents Do Happen, But You Have To Help A Little"; "He Had To Choose Between Upstretched Palm Trees Or Her Outstretched Arms"; "A Delightful Comedy Of A Man With A Dream."

The Dance Of Life

FANTASY MUSICAL
40M.

(Hyperion)

(English-made)

ESTIMATE: Art house entry has limited appeal.

CREDITS: "Lament," produced and directed by Walter Strate; with Jose Limon, Letita Ide, Ellen Love; choreography by Davis Humphrey and poem by Garcia Lorca: "The Desperate Heart," produced and directed by Walter Strate; with Valerie Bettis; choreography by Valerie Bettis; poem by Malcolm Brinnen, and recited by Valerie Bettis: "The Moor's Pavane," produced and directed by Walter Strate; with Jose Limon, Lucas Hoving and Betty Jones; choreography by Jose Limon.

STORY: "Lament" — This interpretive dance tells of the glory of the bull fighter and his constant dealing with blood and death: "The Desperate Heart"—Using no scenery, Valerie Bettis does an interpretive dance while she recites a poem telling of frustration and a lost love: "The Moor's Pavane"—The dancers offer a modern ballet version of "Otello."

X-RAY: Except for students of the modern dance, this has little to offer. Much of the action is symbolic and obscure,

and although the editing is not uniformly good, there are some unusual light and camera effects. This one has a limited appeal even for art houses.

AD LINES: "A Stimulating And Unusual Film"; "Gives The Modern Dance A New Depth"; "A New Idea In Film Entertainment."

Doctor Beware

COMEDY DRAMA
92M.

(Academy)

(Italian-made) (English titles)

ESTIMATE: Okeh for the Italian and art houses.

CAST: Vittorio De Sica, Anna Magnani, Irasema Dillian, Adriana Benedetti. Directed by Vittorio De Sica.

STORY: Lack of patients and the expense of keeping show girl Anna Magnani finds playboy doctor Vittorio De Sica in debt. His wealthy father refuses him aid other than to get him a job as medical inspector for an orphanage, where he meets Irasema Dillian, who falls in love. De Sica, to get money, decides to sell his house, and goes to the home of a rich prospective buyer, kisses a girl, whom he thinks is a maid, and discovers that she is the buyer's daughter, and the family considers them engaged. Dillian runs away from the orphanage to escape punishment, and goes to De Sica's house. While there, she eliminates both rivals, first by telling gold digger Magnani that De Sica's family has lost all its money, and then telling his fiancée, Adriana Benedetti, that De Sica is only after her money. Benedetti's father offers Dillian money to leave. She forces him to give her enough money to pay De Sica's debts, and returns to the orphanage. De Sica then goes after her and they marry.

X-RAY: This import should do well in the Italian houses. It has a good story line, and the Magnani and De Sica names should help bring them in. Poor editing chops up some sequences, and slows the action. The story was written by Sherardo Gherhardt and Franco Righanti.

AD LINES: "Lusty Anna Magnani In The Type Of Role You Love"; "Three Women Wanted Him But Only One Knew How"; "The Doctor Gave The Women Heart Trouble."

Shorts

CITY IN SIEGE. National Film Board Of Canada. 16m. This offers a pictorial review of the flood that hit Winnipeg, Canada, a few years back. The camera shows the river rising, the city's preparations to meet the flood, the damage, and the struggle to get the city back on its feet. A study of a family returning to its home after the water went down and bewilderment at the damage done helps to drive home the terrible power of a flood. **GOOD.**

SONG OF THE PRAIRIE. Official Films. 18m. In this Czech-made satire on the American western, all the characters are portrayed by puppets. The standard plot of the western, including the bad villain, the amazing shooting and riding prowess of the hero, and the sweet young school

marm are given the satirical treatment. The sophisticated nature of this film puts a definite limit on its appeal. **FAIR.**

CANDID MICROPHONE. No. 4. Columbia—Candid Microphone. 11m. Alan Funt plants a microphone in a hardware store to catch the mildly amusing reactions of two customers to some confusing business concerning keys and drain cleaner, then moves his mike to a candy store, in Atlantic City, again posing as a clerk, he belabors a pair of customers with an elaborately exasperating procedure of filling out order forms. **FAIR.** (3554).

ADVENTURES OF TOM THUMB. U-International—Walter Lantz Cartunes Reissues. 8m. When first reviewed in *THE SERVICESECTION* of March, 1940, it was said of this Technicolor cartoon: "Tom Thumb gets into all sorts of adventures, accompanied by his grasshopper friend. They antagonize a cat, hen, and sardine, but escape in time. With good animation, some nice gags, this is in the better cartoon groove. **GOOD.**" (6325).

BROKER'S FOLLIES. Columbia—Variety Favorites Re-releases. 10½m. When first reviewed in *THE SERVICESECTION* of December, 1937, it was said: "In a broker's office, entertainment is supplied as an antidote for stock market reverses. Campbell's Royalists sing; a band of Mexican youngsters, the Loria Brothers, pluck at tipicas, dance, and sing; Lewis and Van hoof, and Martha Tilton sings 'Bob White.' **GOOD.**" (3954).

SHIPYARD SYMPHONY. 20th Century-Fox Terrytoon Reissues. 6m. When first reviewed in *THE SERVICESECTION* of April, 1943, it was said of this re-release: "The American Eagle leads a symphony of the shipbuilding animals, and the result is one of the best in the series. Patriotic music is played while a mighty warship is constructed, and it is launched while Miss Liberty looks on. This is a credit to its makers. **EXCELLENT.**" (5129).

POOR LITTLE BUTTERFLY. Columbia—Color Favorites Re-releases. 7m. When first reviewed in *THE SERVICESECTION* of July, 1938 it was said of this re-release: "The sensible sailor and his comical pal land from a turtle battleship on the shore, where they flirt with two little Jap girls. The whistle blows, and they have to leave, amid tears. However, before they are out of sight, they fall into the water, and swim back to the now happy girls. This is fantasy stuff, cute and whimsical. **FAIR.**" (3607).

GALLOPIN' GALS. MGM—Gold Medal Reprint Cartoons. 8m. When first reviewed in *THE SERVICESECTION* of November, 1940, it was said: "A novelty, and one of the better cartoons, this shows the horses before a big race, but each horse has a definite personality, and the way they talk of races and stable doings, with a similarity to screen voices, makes for a hilarious reel. Finally, the horse which never had a chance comes through. **EXCELLENT.**"

ALPHABETICAL GUIDE To 335 Features Reviewed Since The Aug. 30 Issue

This index covers features reviewed thus far during the 1950-51 season, in addition to any features of the 1949-50 season reviewed after the issue of Aug. 30, 1950.—Ed.)

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MANON—91m.—Discina	3003
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MATING SEASON, THE—101m.—Paramount	3009
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MILL ON THE PO—96m.—Lux	2983
MINIVER STORY, THE—104m.—MGM	2948
MIQUETTE—83m.—Discina	3027
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MISSOURIANS, THE—60m.—Republic	2981
MISTER 880—89½m.—20th-Fox	2928
MISTER UNIVERSE—90m.—Eagle Lion Classics	3009
MODERN MARRIAGE, A—65m.—Monogram	2924
MOLLY—see Goldbergs, The	
MONTICELLO HERE WE COME—74m.—Cinema Service	3022
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MRS. O'MALLEY AND MR. MALONE—69m.—MGM	2962
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NEVER A DULL MOMENT—89m.—RKO	2962

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O	
ODETTE—105m.—Lopert	3020
OF MEN AND MUSIC—85m.—20th-Fox	2982
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OPERATION X—79m.—Columbia	3001
ORPHEUS—94m.—Discina	2951
OUR DAILY BREAD—102m.—Central Cinema	2964
OUR VERY OWN—93m.—RKO	2927
OUTLAW GOLD—51m.—Monogram	2979
OUTLAWS OF TEXAS—56m.—Monogram	2998
OUTRAGE—75m.—RKO	2927
OUTSIDER, THE—95m.—Ballantine	2973

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PANCHO VILLA RETURNS—95m.—Hispano Continental	2964
PAPER GALLOWS—68m.—Eagle Lion Classics	2969
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PAYMENT ON DEMAND—89m.—RKO	3034
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PRAIRIE ROUNDUP—53m.—Columbia	3017
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PRELUDE TO FAME—84½m.—U-I	2975
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PRISONERS IN PETTICOATS—60m.—Republic	2941
PYGMY ISLAND—69m.—Columbia	2969

Q	
QUEBEC—85m.—Paramount	3041

R	
RAIDERS OF TOMAHAWK CREEK—55m.—Columbia	2961
RATON PASS—84m.—Warners	3035
RAWHIDE—86m.—20th-Fox	3039
RED ANGEL, THE—97m.—Spalter	2984
REDHEAD AND THE COWBOY, THE—82m.—Paramount	2998
REDWOOD FOREST TRAIL—67m.—Republic	2941
RETURN OF JESSE JAMES, THE—74m.—Lippert	2924
REVENUE AGENT—71½m.—Columbia	2993
RHYTHM INN—73m.—Monogram	3026
RIDIN' THE OUTLAW TRAIL—56m.—Columbia	3025
RIO GRANDE—105m.—Republic	2963
RIO GRANDE PATROL—60m.—RKO	2970
ROCKY MOUNTAIN—83m.—Warners	2950
ROGUE RIVER—82m.—Eagle Lion Classics	2977
ROOKIE FIREMAN—63m.—Columbia	2923
ROUGH RIDERS OF DURANGO—60m.—Republic	3027
ROYAL WEDDING—92m.—MGM	3025
RUSTLERS ON HORSEBACK—60m.—Republic	2970

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SAMSON AND DELILAH—128m.—Paramount	3010
SAN QUENTIN—70m.—Warners	2929
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SHAKEDOWN—80m.—U-I	2926
SHORT GRASS—83m.—Allied Artists	3001
SIERRA PASSAGE—81½m.—Monogram	3001
SILVER CITY BONANZA—67m.—Republic	3039
SILVER RAIDERS—55m.—Monogram	2940
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SLEEPING CITY, THE—85m.—U-I	2928
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SWORD OF MONTE CRISTO, THE—106m.—20th-Fox	3042
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TALES OF THE WEST (No. 2)—50m.—U-I	2957
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TEA FOR TWO—98m.—Warners	2929
TERESA—102m.—MGM	3033
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TEXANS NEVER CRY—66m.—Columbia	3040
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TO PLEASE A LADY—92m.—MGM	2948
TOAST OF NEW ORLEANS, THE—96m.—MGM	2924
TOMAHAWK—82m.—U-I	3011
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(Continued on page 3043)

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate and up-to-date, it must be remembered that features are often subject to home office editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)

COLUMBIA	EAGLE LION CLASSICS	LIPPERT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
FEBRUARY Born Yesterday J. Holliday, W. Holden, B. Crawford Operation X E. G. Robinson, P. Cummins (English-made) Counterspy Meets Scotland Yard H. St. John, A. Blake Ridin' The Outlaw Trail, W C. Starrett, S. Burnette Revenue Agent D. Kennedy, J. Willes A Yank In Korea L. McCallister, W. Phillips	FEBRUARY They Were Not Divided E. Underdown, R. Clanton (English-made) My Outlaw Brother M. Rooney, R. Preston, W. Hendrix (Made in Mexico) Skipalong Rosenbloom M. Rosenbloom, M. Baer, J. Coogan The Blue Lamp J. Warner, J. Hanley, G. Whitby (English-made) Circle Of Danger R. Milland, M. Goring, P. Roc (English-made) So Long At The Fair J. Simmons, D. Bogarde, D. Tomlinson (English-made) Cattle Queen M. Hart, D. Smith, D. Wood	FEBRUARY The Steel Helmet G. Evans, S. Brodie, J. Edwards Fingerprints Don't Lie R. Travis, S. Ryan, S. Melton Mask Of The Dragon R. Travis, S. Ryan, S. Melton Stop That Cab S. Melton, A. Adrian, M. Lord Three Guys Named Mike J. Wyman, V. Johnson, H. Keel, B. Sullivan Royal Wedding F. Astaire, J. Powell, P. Lawford (Technicolor) Inside Straight A. Dahl, B. Sullivan, M. McCambridge The M-G-M Story (Free feature on MGM product)	FEBRUARY The Magnificent Yankee L. Calhern, A. Harding, E. Franz Vengeance Valley B. Lancaster, R. Walker, J. Dru, J. Ireland (Technicolor) Cause For Alarm L. Young, B. Sullivan Navy Bound T. Neal, W. Waldron, R. Toomey Man From Sonora, W J. M. Brown, L. Hall, M. Healey Gypsy Fury V. Lindfors, C. Kent (Made in Sweden) The Lion Hunters J. Sheffield, A. Todd, M. Thrower	FEBRUARY Abilene Trail, W W. Wilson, A. Clyde, N. Neill Rhythm Inn J. Frazer, L. Collier, K. Grant The Vicious Years T. Cook, G. Moore, S. Merritt	FEBRUARY September Affair J. Fontaine, J. Cotton, F. Rosay (Partly made in Italy) The Great Missouri Raid W. Corey, M. Carey, E. Drew (Technicolor)	FEBRUARY Payment On Demand B. Davis, B. Sullivan Cry Danger D. Powell, R. Fleming	FEBRUARY Missing Women P. Edwards, J. Alvin, J. Millican Spoilers Of The Plains R. Rogers, P. Edwards, G. Jones Night Riders Of Montana, W A. Lane, C. Johnson, C. Barrett	FEBRUARY I'd Climb The Highest Mountain S. Hayward, W. Lundigan, R. Calhoun (Technicolor) Call Me Mister B. Grable, D. Dailey, D. Thomas (Technicolor) The 13th Letter C. Boyer, L. Darnell, M. Rennie, C. Smith (Made in Canada)	FEBRUARY The Second Woman R. Young, B. Drake, J. Sutton (Popkin) Target Unknown M. Stevens, D. Taylor, J. Holden Bedtime For Bonzo R. Reagan, D. Lynn, W. Slezak Tomahawk V. Heflin Y. DeCarlo, P. Foster (Technicolor) Operation Disaster J. Mills, R. Attenborough, N. Patrick (English-made)	FEBRUARY Storm Warning G. Rogers, R. Reagan, D. Day, S. Cochran The Enforcer H. Bogart, R. Roberts, Z. Mostel	
MARCH Al Jennings Of Oklahoma D. Duryea, G. Storm, D. Foran (Technicolor) My True Story H. Walker, W. Parker Texans Never Cry G. Autry, G. Davis, D. Harvey "M" D. Wayne, H. Da Silva, L. Adler Fort Savage Raiders, W C. Starrett, S. Burnette, P. Thompson	MARCH Skipalong Rosenbloom M. Rosenbloom, M. Baer, J. Coogan The Blue Lamp J. Warner, J. Hanley, G. Whitby (English-made) Circle Of Danger R. Milland, M. Goring, P. Roc (English-made) So Long At The Fair J. Simmons, D. Bogarde, D. Tomlinson (English-made) Cattle Queen M. Hart, D. Smith, D. Wood	MARCH Mask Of The Dragon R. Travis, S. Ryan, S. Melton Stop That Cab S. Melton, A. Adrian, M. Lord Three Guys Named Mike J. Wyman, V. Johnson, H. Keel, B. Sullivan Royal Wedding F. Astaire, J. Powell, P. Lawford (Technicolor) Inside Straight A. Dahl, B. Sullivan, M. McCambridge The M-G-M Story (Free feature on MGM product)	MARCH Navy Bound T. Neal, W. Waldron, R. Toomey Man From Sonora, W J. M. Brown, L. Hall, M. Healey Gypsy Fury V. Lindfors, C. Kent (Made in Sweden) The Lion Hunters J. Sheffield, A. Todd, M. Thrower	MARCH Abilene Trail, W W. Wilson, A. Clyde, N. Neill Rhythm Inn J. Frazer, L. Collier, K. Grant The Vicious Years T. Cook, G. Moore, S. Merritt	MARCH September Affair J. Fontaine, J. Cotton, F. Rosay (Partly made in Italy) The Great Missouri Raid W. Corey, M. Carey, E. Drew (Technicolor)	MARCH Tarzan's Peril L. Barker, V. Huston, G. Macready Silver City Bonanza, W R. Allen, B. Ebson Cuban Fireball E. Rodriguez, W. Douglas Insurance Investigator R. Denning, A. Long Heart Of The Rockies R. Rogers, P. Edwards	MARCH The Sword Of Monte Cristo G. Montgomery, P. Corday, M. Kroeger (Supercinecolor) Lucky Nick Cain G. Raff, C. Gray (Made in Europe) Bird Of Paradise L. Jourdan, D. Paget, J. Chandler (Technicolor) (Made in Hawaii) Of Men And Music J. Heifetz, A. Rubinstein, J. Peerce, N. Conner N. Y. Philharmonic	MARCH The Scarf J. Barton, M. McCambridge, E. Williams (Goldsmith- Caspery) Meet The Invisible Man B. Abbott, L. Costello, N. Guild Air Cadet G. Russell, S. McNally, R. Long The Magnet S. Murray, K. Walsh, W. Fox (English-made)	MARCH The Groom Wore Spurs G. Rogers, J. Carson, J. Davis Abbott and Costello Meet The Invisible Man B. Abbott, L. Costello, N. Guild Air Cadet G. Russell, S. McNally, R. Long The Magnet S. Murray, K. Walsh, W. Fox (English-made)	MARCH Sugarfoot R. Scott, A. Jergens (Technicolor) Lightning Strikes Twice R. Roman, R. Todd, Z. Scott Dodge City E. Flynn, O. de Havilland (Re-release) Virginia City E. Flynn, M. Hopkins, H. Bogart (Re-release) Lullaby Of Broadway D. Day, G. Nelson (Technicolor)	
APRIL Valentino A. Dexter, E. Parker, P. Medina (Technicolor) Fury Of The Congo J. Weissmuller, S. Moreland, P. Marion	APRIL When I Grow Up R. Preston, M. Scott, B. Driscoll Volcano A. Magnani, G. Brooks, R. Brazzi (Italian-made) Oliver Twist R. Newton, A. Guinness, K. Walsh (English-made) The Long Dark Hall L. Palmer, R. Harrison (English-made)	APRIL Danger Zone H. Beaumont, E. Brophy, P. Blake Pier 23 H. Beaumont, A. Savage, E. Brophy, R. Travis Dividend S. Tracy, E. Taylor, J. Bennett Soldiers Three S. Granger, W. Pidgeon, D. Niven, G. Gynt	APRIL Wild Horse Prairie, W W. Wilson, F. Knight, P. Coates Ghost Chasers L. Gorcey, H. Hall, J. Kayne	APRIL Quebec J. Barrymore, Jr. C. Calvet, P. Knowles (Technicolor) The Lemon Drop Kid B. Hope, M. Maxwell, L. Nolan	APRIL U.S.S. Teakettle G. Cooper, J. Greer, M. Mitchell I Can Get It For You Wholesale S. Hayward, D. Dailey, G. Sanders Follow The Sun G. Ford, A. Baxter, D. O'Keefe, J. Havoc	APRIL New Mexico L. Ayres, M. Maxwell, J. Corey (Anso-color) (Allen) Queen For A Day P. Avery, D. McGavin, R. Lee (Stillman) The First Legion C. Boyer (Sirk)	APRIL Ma And Pa Kettle Back On The Farm M. Main, P. Kilbride Up Front D. Wayne, T. Ewell, J. Lynn, M. Berti Double Crossbones D. O'Connor, H. Carter, W. Geer (Technicolor)	APRIL New Mexico L. Ayres, M. Maxwell, J. Corey (Anso-color) (Allen) Queen For A Day P. Avery, D. McGavin, R. Lee (Stillman) The First Legion C. Boyer (Sirk)	APRIL Ma And Pa Kettle Back On The Farm M. Main, P. Kilbride Up Front D. Wayne, T. Ewell, J. Lynn, M. Berti Double Crossbones D. O'Connor, H. Carter, W. Geer (Technicolor)	APRIL Ma And Pa Kettle Back On The Farm M. Main, P. Kilbride Up Front D. Wayne, T. Ewell, J. Lynn, M. Berti Double Crossbones D. O'Connor, H. Carter, W. Geer (Technicolor)	APRIL Broadway D. Day, G. Nelson (Technicolor)

HOLIDAYS

Mar. 18—Palm Sunday
Mar. 23—Good Friday
Mar. 25—Easter
Apr. 21-22—Passover

ALLIED ARTISTS

April—I Was An American Spy—A. Dvorak, G. Evans, D. Kennedy

REALART

Feb. —Salerno Beachhead (A Walk In The Sun)—R. Conte, D. Andrews
Mar. —Deadly Enemies—B. Crawford, R. Cameron
Condemned To Hang—F. Tone, E. Raines, A. Curtis
Apr. —Phantom Of Paris—M. Montez, P. Knowles
Werewolf Of London—H. Hull, V. Hobson

TO ALL OUR EXHIBITOR FRIENDS:
We Are Grateful!

MONOGRAM PICTURES CORPORATION
4376 SUNSET DRIVE
HOLLYWOOD 27, CALIFORNIA

February 21, 1951

STEVE BROIDY
PRESIDENT

The outstanding results attained during MONOGRAM WEEK (February 11-17) have established new records for our company. The spontaneous outpouring of cooperation and good will on the part of all exhibitors, from the smallest independent on up to the biggest circuits, has proven most heartwarming to all of us.

The return was limited only by the number of useable prints in our exchanges. All-time highs were set both in the number of shipments made and billings recorded during MONOGRAM WEEK.

We are indeed grateful.

Sincerely,

S. Broidy
S. BROIDY

EXHIBITOR



Now Keeping the Nation's Boxoffice

HOT

HALLS OF MONTEZUMA
Technicolor

THE MUDLARK

**THE MAN WHO CHEATED
HIMSELF**

CALL ME MISTER *Technicolor*

THE 13TH LETTER

**THE SWORD OF MONTE
CRISTO** *Supercinecolor*

**I'D CLIMB THE HIGHEST
MOUNTAIN** *Technicolor*

LUCKY NICK CAIN

BIRD OF PARADISE
Technicolor



There's No Business Like 20 Business!
CENTURY-FOX

45 Number 22
Sections: Section One

APRIL 4, 1951

AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS

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**"The Best
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Musicals"**

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"ROYAL WEDDING" is great news
FOR the industry. Look at this:

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Musicals including "Three Little
Words" and "Summer Stock."

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WEDDING"**
AT MUSIC HALL
1st Week terrific!
2nd Week tops 1st
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IT'S "The Very Best in M-G-Musicals"!



M-G-M presents FRED ASTAIRE • JANE POWELL in "ROYAL WEDDING" co-starring PETER LAWFORD • SARAH CHURCHILL • KEENAN WYNN • With Albert Sharpe • Color by TECHNICOLOR • Story and Screen Play by Alan Jay Lerner • Music by Burton Lane • Lyrics by Alan Jay Lerner • Directed by STANLEY DONEN • Produced by ARTHUR FREED



DESPITE the fact that the Kefauver telecasts were keeping the people out of stores, no one has yet said that stores are doomed, which is in decided contrast to what a lot of folks have been saying about theatres affected by TV competition.



"GONE WITH THE WIND" has grossed more than \$26,000,000, which proves that there is at least one picture that has found it more profitable to play theatres than TV.



SOMETHING new was added in the burglary division when a drive-in opened for business one night, and discovered that someone had stolen the lenses from the projectors. Since no one had ever contemplated anything more than that some horns might be taken, the performance had to be called off.



WHEN record snows blocked travel into a midwest town, the attraction at the theatre happened to be "No Way Out."



COOPERATIVE city fathers in an eastern city allowed local police, on duty in a theatre to preserve order, to double as doormen, taking tickets, in order to help the house's overhead.



WHEN a sign at a western drive-in caught fire from an automobile backfire, it was discovered that the feature was "Backfire."



IN THE SOUTHWEST, where lack of rain hurt crops and caused economic hardships, a theatre owner cut his admissions until it rained. Then, when it did, he gave a free show, and served lemonade, made with the rain water everyone had been waiting for.

—H. M. M.

I N D E X

VOL. 45, No. 22

APRIL 4, 1951

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THE COVER PHOTO

M. A. "Bill" Sargent, manager, Walter Reade Circuit's Eatontown Drive-In, Eatontown, N. J., is seen as he auctioned poultry, canned goods, and miscellaneous items during "Country Store Night," one of the many imaginative attractions used last season at Reade open-airers, and suggestive of activities other drive-in operators can adopt to help boost their attendance this year.

EXHIBITOR

VOL. 45, No. 22



APRIL 4, 1951

TV Prices Come Tumbling Down

INDUSTRY veterans with good memories can see a certain similarity between current announcements and the early days of sound. Back in those days when big ERPI had a strangle hold on theatre sound equipment through both the Vitaphone disc and Movietone film methods, the theatre owner who had to have sound either paid through the nose or wasn't in business.

THEN the market started to break. Pacent, DeForest, and a flock of others made their bow at prices more within the bounds of common sense. Also ERPI tailored its prices to meet competition.

FOR THE PAST FEW YEARS, RCA, still bigger than the ERPI of old, and credited by the world with the commercial development of the TV which is bedevilling our industry, has been offering a fairly acceptable direct method of projection television to the nation's theatres. But the price has been so high (\$25,000) that some industryites have wondered whether the company sincerely wanted to sell it or whether it feared that theatre sales might adversely effect its more lucrative boom sales of home sets. Since there was no alternative, theatres that wanted television had to pay the price.

MORE RECENTLY, General Precision Laboratories has announced, exhibited, and offered for sale at about the same price a much more intricately designed theatre TV system that, in addition to the RCA direct receiving set, included camera, laboratory processing, arc lamp, and projection units. It stands to reason that these five units would cost more than one.

So, LIKE HUMPTY DUMPTY, the RCA price came tumbling down \$10,000.

QUITE A TUMBLE!

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AT THE EATONTOWN DRIVE-IN, EATONTOWN, N. J., MANAGER M. A. SARGENT AWARDED A PONY TO A DRAWING WINNER ON "COUNTRY STORE NIGHT."

Drive-Ins Will Concentrate On Ballyhoo

This Month Finds The Open Airer Season In Full Swing Everywhere

ALREADY well acquainted with the manner in which business is off in the nation's theatres, operators of the outdoor stands are fully cognizant of the need for increased showmanship as the drive-in season opens in the east, mid-west, and other areas.

Examples of how the drive-in owner can stimulate grosses through stunts, contests, and added attractions especially suited for presentation outdoors were shown last season by many open air exhibitors, with the Walter Reade Circuit in New Jersey and New York particularly noteworthy in this regard.

Throughout July, the Reade ozoners conducted "Drive-In Kiddie King and Queen of 1950" baby parades, holding four weekly eliminations, a local finals, and then a circuit-wide finals. Throughout August, Walter Reade Theatres ran official "Mrs. America" eliminations in the same manner.

Both activities were run during the 7:30 to 9 p. m. period before the movies started, not only furnishing an attraction to keep patrons amused and interested during the hour-and-a-half, but serving as a draw to bring patrons to the theatres early. Of course, the concessions departments were operating at full-strength during this period.

Circuses and various contests served as effective drawing cards, but one of the top events was a kiddie attraction at the Lawrence Drive-In, Trenton, N. J., a visit from "Cinderella," a pretty girl in costume who chatted with children and distributed candy for the three-night run of RKO's "Cinderella." The theatre's concession sold "Cinderella" records and slippers during the visits.

Speaking from experience, the circuit recommends attractions like the ones shown on this page and the next as excellent boosters of family trade.



A circus, complete with elephants, was an attraction at Walter Reade's Woodbridge Drive-In, Woodbridge, N. J. Paul Petersen was manager.



Baby contest entrants are readied for judging on the flag-bedecked platform built in front of the concessions building at the Eatontown Drive-In,

as manager Sargent, seen in the background, makes an announcement. Such special attractions are sure-fire draws for the family trade.



Winners of a baby contest at the Eatontown Drive-In were awarded prizes, including puppies, trophies and other awards, all donated by merchants.



At the Lawrenceville Drive-In, Trenton, N. J., preliminary winners in a "Mrs. America" contest paraded their charms before enthusiastic patrons.



This double exposure "ghost" effect aptly conveys the mood of Sargent's Halloween party at the Eatontown ozoner, one of many successful events.



"Cinderella" was a big hit with children at the Lawrenceville Drive-In, when she appeared for RKO's "Cinderella" during its three-day engagement.

Mel KonecOFF's NEW YORK

ARTHUR KRIM, capable United Artists president, recently gave the press a progress report on the company as well as a look-see into the future operation, and stated that it is his intention to hold these meetings regularly, preferring to have the operation of the company an open book for the entire industry.



KONECOFF

He broke his report into two phases. The first concerned itself with the desire to stem the very severe losses of the company as rapidly as possible, meaning concentration on bringing money back as rapidly as possible. This meant that an organization had to be set fast, which it is; special attention must be paid to the liquidation of available product, presently being done via the Grad Sears Sales Drive, and also obtain new films to release.

Concerning the latter, 10 films have been announced for over the next three months, and it is expected that within the next several weeks another 10 features will be announced so that a minimum of 20 will see release by the company this year.

Krim reported that the surge of exhibitor support from all over the world, from large circuits and small independent operators, has been very gratifying. All seem to realize that the company will be going through a rough period during the next year, and have been bending over backwards to make deals that would be helpful so that the company could become strong in the future, for the benefit of all concerned. He said that the industrywide feeling that there should be a United Artists was one of the factors that persuaded him to enter the field in the first place, and this feeling has more than shown itself in more solid form in negotiations.

The result has been that the downward rush has been stemmed, and a slight increase has been felt since the new management took over.

The second phase will concern itself with reestablishing a strong United Artists in the tradition of the past, and the management expects to follow the dictates of all, to have the company concern itself only with the distribution of top "A" pictures. It seems that the world over UA enjoys playing time in most important theatres, and it is expected that the relationship will continue.

In keeping with that idea, Krim announced that 1952 will see the company deliver 24 top pictures at the rate of two per month. Releases for January and half of February have already been set, "African Queen," with Humphrey Bogart and Katharine Hepburn, a Stanley Kramer film, "High Noon," and a Bette Davis starrer, "Another Man's Poison."

Krim was to go to the coast with Matty Fox to discuss further deals with top producers, directors, and star personalities. The company has announced a program



Richard Walsh, international president, IATSE, will be honored by industry leaders at a dinner in New York City on April 10 for his work on behalf of the Will Rogers Memorial Hospital, of which he is vice-president and member of board.

of aiding in arranging financing for producers, where needed, and this would be continued. There is no limit set on the amount of money to be supplied by the company or other independent sources influenced by the company but the deals are set by the individual picture concerned. It is a little premature to expect the attitude of the banks to change on financing, but the fact that they have expressed an active interest is encouraging.

Krim related that his group has put up to date \$1,250,000 to start the release of pictures, with another \$500,000 put up on a long term loan to maintain company operations until things pick up. According to the deal with the present owners, the group Krim represents has three years to put the company in the black at which time 50 percent of the outstanding stock will be turned over to him while the other 50 percent is tied up in a trust arrangement. He expected that the average distribution fee would be about 30 per cent for producers' films, but again this would vary with the individual film.

THE METROPOLITAN SCENE: The Motion Picture Association sponsored a reception in honor of Italian Film delegates Dr. Eitel Monaco, Italo Gemini, Dr. Francesco Penotti, and Dr. Renato Gualino at the studio of the Radio City Music Hall, attended by distribution executives, theatre operators, and trade press representatives. . . . Some record transportation marks were set in getting out the 20th Century-Fox feature-length newsreel on the Kefauver Crime Investigation. Emery Air Freight carried the prints, and some left the New York labs at 4 p. m., and were on the West Coast screens at 10 a. m. Some 450 prints of the subject were speeded to company exchanges, in many cases beating regular newsreels. . . . Columnist Ed Sullivan is heading the artists' committee of the Second Annual Michael Awards Dinner of the Academy of Radio and Television Arts and Sciences, it was announced by Leonard Goldenson, president, United Cerebral Palsy, sponsoring the event. . . . Two Warner features have been set for Radio City Music Hall in June and July, "Captain Horatio Hornblower" and "A Streetcar Named Desire." . . . The Rivoli is conducting a beautiful child contest. . . . Pete Smith turns serious with his latest release, "Camera Sleuth," and on hand to see the initial showing last week were a group of "private eyes," real and fictional, and a detecting good time was had by all. . . . Okeh press-

Holiday Over, Broadway Normal

NEW YORK—Business was again normal in the Broadway first-runs after an Easter Week spurt, with Radio City Music Hall again taking the lead. Breakdown of grosses, according to usually reliable information reaching EXHIBITOR was as follows:

"LULLABY OF BROADWAY" (WB). Strand, with stage show, announced \$54,000 for the opening week.

"THE LEMON DROP KID" (Para.). Paramount, with stage show, grossed \$90,000 for the second week.

"BIRD OF PARADISE" (20th-Fox). Roxy, with stage show, took in \$65,000 from Wednesday through Sunday, expected to do \$75,000 the third week.

"ROYAL WEDDING" (MGM). Radio City Music Hall, with stage show, garnered \$100,000 from Thursday through Sunday, expected the fourth week to total \$150,000.

"THE PRINCE OF PEACE" (Hallmark). Criterion reported \$20,000 for the second week.

"A YANK IN KOREA" (Col.). Globe claimed \$8,500 for the opening week.

"OH, SUSANNA" (Rep.). Mayfair expected the opening week to total \$10,000.

"BORN YESTERDAY" (Col.). Victoria reported a 14th week spurt to \$23,000.

"FOURTEEN HOURS" (20th-Fox). Astor had \$14,000 for the fourth week.

"RAWHIDE" (20th-Fox). Rivoli did \$22,000 the second week.

"SOLDIERS THREE" (MGM). Capitol, with stage show, looked for an opening week tally of \$45,000.

"UP FRONT" (U-I). Loew's State had \$30,000 for the second week.

Leo M. Devaney Mourned

NEW YORK—Leo M. Devaney, RKO, Canadian district manager for the last 18 years and an industry veteran of 38 years, died in Toronto last week from a heart attack at the age of 60. He was taken ill en route to Toronto from Winnipeg via plane, and placed in an oxygen tent in the Western Hospital. His home was in Port Credit, a suburb of Toronto.

He is survived by Mary Campbell Devaney, his widow; Mrs. Katharine Devaney, Toronto, his mother; a son, Murry L. Devaney, RKO branch manager at Detroit; a son, John F. Devaney, Cleveland; a daughter, Mrs. Leo Gosset, Toronto; two brothers, and three sisters.

Alicoate To COMPO Board

NEW YORK—Jack Alicoate, publisher of The Film Daily, has been elected representative of the trade press on the COMPO executive board, it was announced last week by Arthur L. Mayer, COMPO executive vice-president.

Alicoate succeeds Abel Green whose one-year term as trade press representative had expired.

Colosseum Resumes Negotiations

NEW YORK—Negotiations between the Colosseum of Motion Picture Salesmen of America and the film distributors for increased wages and expenses will be resumed in Chicago on April 9.

books are in on "Quebec", "The Scarf", and "The Mating Season."

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and others

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This Was The Week When . . .

ELC held the sales meeting of its southern division at the home office in New York City. . . . MGM announced that after 10 years of experimentation, the company will make "The North Country" in new Ansco Color. . . . Jerry Pickman, Paramount head of national advertising, publicity, and exploitation, revealed that trailers on 15 films are available for TV promotion. . . . Columbia denied statements that it had cancelled its contract with Larry Parks. . . . MGM sets three different trailers for "The Great Caruso." . . . The SMPTE stated that 14 sessions have been scheduled for the 69th semi-annual convention on April 30-May 4 in New York City.

Paramount set the world premiere of "The Last Outpost" at the Paramount, Tucson, Ariz., for today (April 4). . . . 20th-Fox released a full-length feature of the Kefauver Senate Crime Investigating Committee's hearings as a public service. . . . Monogram set an eastern regional meeting at the Warwick Hotel, New York City. . . . Three leading figures of the Italian film industry arrived to survey various aspects of the American market in connection with Italian films.

Paramount effected a tieup with the Postal Department on "Appointment With Danger" whereby 21,000 first, second, and third class post offices will serve as focal points of the campaign. . . . The MPAA appointed its committees for the year.

WB wound up a two-day home office meeting in New York City. . . . Fifty key cities were selected to premiere Robert Stillman's "Queen For A Day," following the world premiere in Waycross, Ga., on April 14. . . . UA started its "Grad Sears Sales Drive," for a nine-week period ending on June 2. . . . U-I's "Ma And Pa Kettle Back On The Farm" bowed in at the Chicago, Chicago.

Armed Forces Awards Given

WASHINGTON—Awards for armed forces motion pictures which won prizes or recognition in 1950 foreign film festivals were presented to representatives of the Army, Navy and Air Force in the office of the Director of Public Information, Office of the Secretary of Defense last week. Osgood Roberts, Deputy Director of Public Information, made the presentation.

The air force representative received a medal awarded by the 11th International Exhibition of Cinematographic Art for "Survival On The Arctic Tundra." This feature-length color motion picture won first prize in the miscellaneous documentary category at the exhibition held in Venice, Italy.

Of the 19 government films entered in the Venice exhibition's non-theatrical categories, five won first prizes, and one was honorably mentioned.

Army and navy representatives received certificates of merit for motion pictures exhibited at the Fourth International Edinburgh Film Festival, Edinburgh, Scotland. The army film honored was "Time Out," produced by the Signal Corps Photographic Center for the train-



Fred Meyers, formerly with U-I and RKO, recently was appointed UA New York metropolitan district manager. He will also be circuit sales head.

Para. Earnings Total \$6,565,041

NEW YORK—Paramount Pictures Corporation last week reported earnings of the corporation and its consolidated domestic and Canadian subsidiaries for the fiscal year ended on Dec. 30 of \$6,565,041 after provision for income taxes. These represent \$2.67 per share on the 2,455,200 shares outstanding and in the hands of the public on Dec. 30. The consolidated earnings for the year do not include \$1,269,000 representing Paramount's net interest in the combined undistributed earnings for the period of partially owned non-consolidated companies, principally Allen B. DuMont Laboratories, Inc.

Earnings for the fourth quarter ended on Dec. 30 on the same basis were \$1,993,929, not including \$136,000 representing Paramount's net interest in the combined undistributed earnings for the period of partially owned non-consolidated companies, principally Allen B. DuMont Laboratories, Inc. Consolidated earnings for the fourth quarter represent \$.81 per share on said 2,455,200 shares.

Purchases by the corporation of its capital stock in 1951 for retirement has reduced to approximately 2,303,000 the shares presently outstanding.

UTC Serving TV Outlets

NEW YORK—Unity Television Corporation has been organized to serve as a national booking organization for producers and owners of motion picture television rights, it was announced last week by Archer Mayers, president.

The new TV organization, with executive offices in the Paramount building, appointed Robert Wormhoudt national sales director and Connie Lazar as national program director. Sid Weiner, formerly with Films International, was named national television booker.

Unity has now for immediate release over 300 features, 60 westerns, 35 serials, 200 cartoons, 75 sport subjects, and 26 musicals. Additionally, Unity will book the films formerly booked by Film Equities Corporation, Standard Television Corporation, and General Television Corporation.

ing of occupational therapists of the Army Medical Service. "Hazards In Ground Operation Of Jet Aircraft" was the navy film being honored, produced by United Productions of America under direct supervision and control of the U. S. Navy Photographic Center.

MPAA Board Amends Production Code

NEW YORK—The board of directors of the Motion Picture Association last week voted several amendments to that portion of the industry's voluntary Production Code bearing on the treatment of crime in motion pictures.

One of the amendments, tightening the provisions relating to narcotics, provides that "neither the illegal drug traffic nor drug addiction must ever be presented." Heretofore, stories on drug traffic could be used provided they did not "stimulate curiosity concerning the use of, or traffic in, such drugs" or if they didn't portray in detail the effects of using the drugs.

The regulation pertaining to suicide which reads: "Suicide, as a solution to problems occurring in the development of screen drama, is to be discouraged as morally questionable and as bad theatre—unless absolutely necessary for the development of the plot," was strengthened by adding "It should never be justified or glorified, or used to defeat the due processes of law."

The regulation which provides: "There must be no scenes at any time showing law-enforcing officers dying at the hands of criminals" was supplemented by the clause, "unless such scenes are absolutely necessary to the development of the plot."

To the subjects prescribed in the Production Code as being improper for commercial screen dramatization, the board added those dealing with abortion. While subjects in abortion have never in effect been approved by the Production Code Administrator, no specific reference to films of that character had heretofore appeared in the Code. The amended regulation now reads: "Abortion, sex hygiene, and venereal diseases are not proper subjects for theatrical motion pictures."

Prior to the action on the Code amendments, the Board unanimously elected all incumbent officers of the Motion Picture Association, and additionally named Joyce O'Hara, executive assistant to Eric Johnston, as a vice-president.

Those reelected are Johnston, president; Joseph I. Breen, Francis S. Harmon, and John G. McCarthy, vice-presidents; Fred W. DuVall, treasurer; Sidney Schreiber, secretary, and Stanley Weber, assistant treasurer.

At the annual meeting of the members of the Association which preceded the board meeting, all of the present directors were reelected.

GPEC Net Profit Increases

NEW YORK—It was reported last fortnight by General Precision Equipment Corporation that its consolidated net profit last year had increased from \$456,485 in 1949 to \$871,899. Earnings were equal to \$1.45 per share, compared with 76 cents in 1949. Including a special credit item, plant relocation expenditures, charged to profit and loss in 1945, 1946, and 1947, but disallowed as federal income tax deductions, net profit for 1950 was \$1,141,098 or \$1.90 per share.

Last year's sales totaled \$27,072,360, compared with \$26,711,926 for 1949. Provision for federal income taxes was \$720,000 in 1950 and \$250,000 in 1949.



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to the members
of the Press for
voting me
winner of the
annual Patsy
Award for the
Best Animal
Actor of the Year"

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*"You'll be seeing me soon
in
**Francis Goes
to the Races**"*



Personal management, Universal-International Studios

PEOPLE

NEW YORK—Arthur De Titta has been appointed West Coast Supervisor for Movietone, it was announced last week by Edmund Reek, production head of the newsreel organization. De Titta will take the place of Al Brick, longtime head, west coast bureau, who died several weeks ago. De Titta will make his headquarters in Los Angeles.

NEW YORK—S. L. Seidelman, head of foreign operations, Eagle Lion Classics, last week announced the promotion of Andy Albeck to assistant foreign sales manager.

PITTSBURGH—Jack Kalmenson, sales manager for Warners in Pittsburgh was last week promoted to branch manager for that office.

NEW YORK—Murray Kaplan was last week named manager, Eagle Lion Classics contract department.

FCC Sees "Subscriber-Vision"

NEW YORK—The Federal Communications Commission last week had its first look at Skiatron's "Subscriber-Vision" at a closed circuit demonstration at the WOR-TV transmitter in North Bergen, N. J. It then witnessed at Skiatron's laboratory a viewing of over-the-air demonstration on WOR-TV. The telecast was alternately "scrambled" and clear, with a decoder at the lab able to clear the program by inserting a punched card into the decoder.

The company will ask for FCC permission to conduct a test in the New York area similar to that being conducted by Phonevision in Chicago.

ASCAP Totals Up

NEW YORK—ASCAP President Otto A. Harbach last week disclosed that the organization's net income for 1950 was \$9,044,842, an increase of \$944,312 over that of the previous year. Gross income for the year was \$11,874,371, as compared with \$10,601,184 for 1949. Distribution to members in 1950 was \$9,022,399, compared to \$8,056,011 the year before.

An increase of more than \$400,000 in license fees from radio and an income of about \$925,000 from television accounted mainly for the increased earnings.

Microwave Hookup Expanding

NEW YORK—August completion of the coast-to-coast microwave relay channels' hookup was predicted last week by A. T. and T. spokesmen. The system, which already reaches as far as Omaha, will be extended to San Francisco via Salt Lake City, carrying several hundred telephone circuits, two of which will be used for television exclusively. In 1952, an additional 2,000 miles of relay channels will be added throughout the south and northwest.

U-I Drive In Home Stretch

NEW YORK—Universal Pictures Company's current 17-week "Charles J. Feldman Sales Drive" entered its final four weeks this week with all branches expected to go all-out in the home stretch to share in the \$35,000 in prizes. Leader at the 12th week marker was the New Haven branch, managed by Arthur Greenfield. The Dallas branch, managed by Robert N. Wilkinson, was second, and the



William F. Rodgers, right, MGM vice-president and general sales manager, recently congratulated Arthur M. Loew, president, Loew's International, on his 30th anniversary tribute in the industry. "Teresa," produced by Loew, was named the "tribute picture" in the global distribution campaign honoring Loew. At left is Morton A. Spring, first vice-president, Loew's International, in charge of the "Teresa" campaign.

Indiana Allied Raps ELC Mail Order Sales

INDIANAPOLIS—Allied Theatre Owners of Indiana, in a bulletin last week, rapped the policy of Eagle Lion Classics in selling pictures by mail.

The organization said that instead film companies "should expand their sales forces, train them, compensate them, and assign a limited enough territory so that they are able to spend the time and work with an individual exhibitor to promote the welfare of this business."

The unit pointed to a recent situation in this city when salesmen for a supplier took turns helping run the business while the owner was sick, and declared that "this is the direction this business needs to go, not to mail order selling."

"In prosperity or depression, in times of abundant supply or material shortage, an able and large sales force in the field assured a smooth and well functioning business," it declared.

NPA Approves, Disapproves

WASHINGTON—The National Production Authority last week approved construction on six drive-ins and two conventional houses, and denied applications for two theatres. Approval was granted to the following:

Woodland Amusement Company, Woodland, N. C., \$37,000 for a community theatre; Carmel Playhouse, Inc., Carmel, Cal., a conventional theatre; H. R. Templeton and C. W. Johnston, Akron, O., \$9,400 for a Parkersburg, W. Va., drive-in; Number One Drive-In Theatre, Inc., Daytona Beach, Fla., \$121,000 for a Daytona Beach drive-in; Anthony F. Danna, \$15,000 for a West Palm Beach, Fla., drive-in; Josephine E. Elizondo and Cornelia E. Desalme, \$52,761 for a drive-in in San Benito, Tex.; Intermountain Amusement Company, \$70,000 for a Sacramento, Cal., drive-in, and E. A. Patton, Fort Smith, Ark., \$23,000 for an ozoner at Hope, Ark.

Denied were applications by Michibei Kinema Company, Los Angeles, \$110,000 for a theatre building, and John K. Cook, Tucson, Ariz., \$39,000 for a theatre.

Denver branch, managed by Mayer Monksky, was third.

20th-Fox Reports \$9,553,260 Profit

NEW YORK—Twentieth Century-Fox Film Corporation and all subsidiaries, including National Theatres Corporation and Roxy Theatre, Inc., last week reported consolidated net earnings after all charges for the 52 weeks ended on Dec. 30, of \$9,553,260. Of this, \$2,262,988 is income of prior years from countries with currency restrictions, which is now dollar income, and \$1,183,985 is a net gain from an exchange of theatre stocks and properties resulting from compliance with the court order relating to divestiture of ownership in non-controlled theatres.

After deducting dividends on prior preferred and convertible preferred stocks, the consolidated net earnings amounted to \$3.26 per share on the 2,769,172 shares of common stock outstanding.

The consolidated net earnings after all charges reported by the corporation for the comparable 53 weeks of 1949 were \$12,415,146, which, after deducting preferred dividends, amounted to \$4.28 a share on the 2,769,137 shares of common stock then outstanding.

A comparison of the 52 weeks of 1950 with the 53 weeks of 1949 follows: Film rentals in the 53 weeks of 1949 reached an all-time high. The decline in 1950 may be attributed in part to one less week, over \$1,700,000, and the extensive devaluation of foreign currencies in the fall of 1949 which reached their full impact in 1950. It is estimated that foreign rentals were reduced by approximately \$6,600,000 by the devaluation. Attendance at comparative theatres declined about 12 per cent compared with 1949. This decline and the disposal of certain theatres in accordance with an order of the federal court in the pending anti-trust suit were the principal causes of the drop in theatre receipts.

For the fourth quarter ended on Dec. 30, 1950, the consolidated net earnings after all charges were \$2,957,537. After deducting dividends on prior preferred and convertible preferred stocks, this amounted to \$1.02 per share of common stock. The earnings for the third quarter of 1950 were \$1,912,142. The earnings for the fourth quarter of 1949 on a comparable basis were \$4,215,133, equal to \$1.48 per share of common stock.

Cole Loses Appeal

WASHINGTON—The U. S. Supreme Court last week stated it would not hear the appeal of screen writer Lester Cole from a U. S. Circuit Court decision throwing out his suit for reinstatement by Loew's, Inc.

Cole was cited for contempt during the 1947 Un-American Activities Committee hearings. Loew's soon after suspended his employment, despite a contract. Cole sued for reinstatement with back pay. District Judge Leon Yankwich upheld Cole but the U. S. Circuit Court ruled for the studio, and Cole appealed.

GAFC Earnings, Sales Up

NEW YORK—Earnings of \$7,000,520, representing \$9.95 per share of "A" common, were noted in the 1950 report of General Aniline and Film Corporation last week. The company's net sales of \$95,129,654 for the year set a new record.

MISCELLANEOUS

NEWSREELS

IN ALL FIVE:

Washington: Senate Crime Investigation Committee continues. San Francisco: Marine vets from Korea, living and dead, home.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 34, No. 26) Korea: UN forces cross Han River; Reds retreat above 38th Parallel. USA: Easter. Los Angeles: Brotherhood awards (except Dallas). Fort Worth, Tex.: Ben Hogan attends premiere of "Follow The Sun" (Dallas only). Italy: Auto speed demon. Germany: August Tiedke is billiard cue-ty.

NEWS OF THE DAY (Vol. XXII, No. 260) Japan: "Mighty Mo" battles storm. Greece: Rulers visit carrier. USA: Easter. New York: Kentucky wins basketball classic. Italy: Auto speed demon.

PARAMOUNT NEWS (No. 63) USA: Easter. Germany: Nuremberg toy exhibition. New York: Kentucky wins basketball classic.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 442) France: The tide of toys. Lakehurst, N. J.: WAVES hit the silk. Roslyn, Wash.: Mining Secretary of Afghanistan observes American mining methods. Austria: Dick Button, American holder of all the top figure skating championships, wows Vienna. Italy: Auto speed demon.

WARNER PATHE NEWS (Vol. 22, No. 65) Persia: Iran votes to seize vast British oil fields. New York: Kentucky wins basketball classic. USA: Easter.

TELENEWS DIGEST (Vol. V, No. 13-A) Korea: UN forces cross Han River; Reds retreat above 38th Parallel. Japan: "Mighty Mo" battles storm. San Francisco: Marine vets from Korea, living and dead, home. Washington: Senate Crime Investigation Committee continues. England: Czechoslovak ambassador to India seeks asylum. Italy: Tanker blows up. New York: Fifth Avenue Easter parade. Palm Beach, Fla.: Pierre Balmain's new fashion styles.

IN ALL FIVE:

New York: Kefauver Investigating Committee ends New York hearings.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 34, No. 25) Florida: President Truman host to Eric Johnston and Stuart Symington. New York: Alger Hiss begins prison sentence. USA: New litter lift for wounded. Ft. Lewis, Wash.: Nine sets of twins in army battery. Atlantic City, N. J.: International fashion show (except Minneapolis). Minneapolis: Variety Clubs open heart hospital at University of Minnesota (only Minneapolis). Korea: Seoul cheers UN forces on way to 38th Parallel.

NEWS OF THE DAY (Vol. XXII, No. 259) New York: Alger Hiss begins prison sentence. Ft. Lewis, Wash.: Nine sets of twins in army battery (except Minneapolis, Des Moines, Omaha, and Dallas). Minneapolis: Variety Clubs open heart hospital at University of Minnesota (Minneapolis, Des Moines, Omaha, and Dallas only). Korea: Seoul cheers UN forces on way to 38th Parallel.

PARAMOUNT NEWS (No. 62) Akron, Ohio, Lansing, Mich., and Detroit: Uncle Sam's arsenal to defend peace. Israel: Iraq-Israeli airlift brings refugees home. France:

Howard Hughes Given Two Years To Sell

NEW YORK—The Statutory Court last week ordered Howard Hughes to sell his 24 per cent trusted stock interest in RKO Theatres by Feb. 20, 1953. If he fails to do so by the deadline, the trustee, Irving Trust Company, will be required to sell it within the following two years.

The court's action was taken without further hearings on a government motion submitted by Philip Marcus, special assistant to the U. S. Attorney General in the anti-trust division, Department of Justice. Marcus and Thomas Slack, attorney for Hughes, had previously presented opposing briefs.

The order was signed by Judges Hand, Goddard, and Cox.

President and Mme. Auriol set out for America. New York: Golden Gloves finals.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 441) Ft. Lewis, Wash.: Nine sets of twins in army battery. New York: Golden Gloves finals. Minneapolis: Variety Clubs open heart hospital at University of Minnesota (Minneapolis only).

WARNER PATHE NEWS (Vol. 22, No. 64) Korea: Seoul cheers UN forces on way to 38th Parallel. Israel: Iraq-Israeli airlift brings refugees home. New York: Alger Hiss begins prison sentence. New York: Golden Gloves finals.

TELENEWS DIGEST (Vol. V, No. 12-B) New York: Kefauver Investigating Committee ends New York hearings. Korea:

Seoul cheers UN forces on way to 38th Parallel. France: Transport strike. New York: Uruguay's foreign minister arrives for Inter-American conference. New York: Civil Defense volunteers become auxiliary police. New York: Spring arrives at the zoo. Sun Valley: Olympic ski trails.

NATIONAL LEGION OF DECENCY

March 29, 1951

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "The Painted Hills" (MGM); "Songs Of New Mexico" (Col.); "The Sword Of Monte Cristo" (20th-Fox); "Tarzan's Peril" (RKO); UNOBJECTIONABLE FOR ADULTS: "Abbott And Costello Meet The Invisible Man" (U-I); "Appointment With Danger" (Para.); "Cavalry Scout" (Mono.); "Flame Of Stamboul" (Col.); "I Can Get It For You Wholesale" (20th-Fox); "Lorna Doone" (Col.); "Mask Of The Dragon" (Lippert); "Soldiers Three" (MGM); "Tales Of Hoffman" (English-made) (London Film); OBJECTIONABLE IN PART: "The Lemon Drop Kid" (Para.); "M" (Col.); "Smuggler's Island" (U-I); CONDEMNED: "The Lovers Of Verona" (French-made) (Souvaine Selective).

The Service Kit Is the Season's Hit.

ITOA Aiding Copper Salvage

NEW YORK—Members of the Independent Theatre Owners Association last fortnight unanimously pledged to collect and salvage copper drippings from projection carbons in an effort to aid the government in the conservation of critical metals. Martin Levine, Brandt Theatres executive, was appointed to head a committee coordinating the effort.



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HOWARD HAWKS' *Powerful* MOVIE!

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PICTURES

Ads like this are appearing in 58 National Magazines and 93 Sunday Newspaper Supplements totaling 185,761,000 circulation.

Holliday, Ferrer, "Eve" Win Awards

HOLLYWOOD—The eagerly awaited 23rd annual presentation of Academy Awards took place last week at the Pantages with Fred Astaire as master of ceremonies.

The gold-plated "Oscars" for 1950 were presented to 20th Century-Fox's "All About Eve," best picture; Judy Holliday, best actress, in Columbia's "Born Yesterday," and Jose Ferrer, best actor, in Stanley Kramer's United Artists' release, "Cyrano De Bergerac."

Awards for best supporting players went to Josephine Hull, in U-I's "Harvey," and to George Sanders, in 20th-Fox's "All About Eve."

Joseph L. Mankiewicz, for the second year, took both writing and directing awards, this time for "All About Eve," two of the six awards which the picture won.

Darryl F. Zanuck, 20th Century-Fox executive producer, won the Irving Thalberg Memorial Award for outstanding motion picture achievement for the third time.

Gordon Hollingshead, Warners' shorts producer, won his 12th "Oscar" since the awards were originated, for his one-reel short, "Granddad Of Races."

Other awards were: special effects, "Destination Moon" (George Pal-Eagle Lion Classics); film editing, Ralph E. Winters and Conrad A. Nervig, "King Solomon's Mines" (MGM); documentary short, "Why Korea?" (Edmund Reek, 20th-Fox); documentary feature, "The Titan: Story Of Michelangelo" (Robert Snyder, Michelangelo Company; Classics Pictures, Inc.); costume design, black and white, Edith Head and Charles Le Maire, "All About Eve" (20th-Fox); costume design, color, Edith Head, Dorothy Jeakins, Elois Janssen, Gile Steele, and Gwen Wakeling, "Samson And Delilah" (Cecil B. DeMille-Paramount); art direction, black and white, Hans Dreier and John Meehan, with set decoration by Sam Comer and Roy Moyer, "Sunset Boulevard" (Paramount); and art direction, color, Dreier and Walter Tyler, with set decoration by Comer and Moyer for "Samson And Delilah" (Paramount).

The cartoon, "Gerald McBoing-Boing," Stephen Bosustow, executive producer, United Productions of America, a Columbia release, was adjudged the best cartoon while in the three-reel class, Walt Disney's "Beaver Valley," RKO release, won.

In addition, awards went to 20th-Fox's "All About Eve," best sound; to Robert Krasker, best cinematography, black and white, for "The Third Man" (Selznick-London Films production), and to Robert Surtees, for the best cinematography in color, MGM's "King Solomon's Mines."

Special awards went to "The Walls Of Malapaga," produced by Alfredo Guarini in Italy, best foreign film; George Murphy, for his traveling 35,000 miles as a "goodwill ambassador" for the industry, and to Louis B. Mayer, seven times president, Association of Motion Picture Producers, for over 35 years of outstanding contribution to the industry.

Still other awards went to Adolph Deutsch and Roger Edens, the best scoring of a film, "Annie Get Your Gun" (MGM); Franz Waxman, best music score, "Sunset Boulevard" (Paramount); Mack

FCC Warns Trade On TV Cooperation

WASHINGTON—Motion picture producers were warned by the Federal Communications Commission last week to make their leading players and product available to television if they expect favorable consideration of their own bids to enter television.

The warning was contained in an FCC statement made in connection with the commission's adoption of a policy toward station applicants who had been convicted of anti-trust violations. The statement reads in part: "Where a television station is owned by a motion picture company which imposes restrictions on the use of films, talent, or stories on television stations, obviously a conflict of interest is created, and the conflict is likely to be resolved against the television station where the investment in the motion picture part of the enterprise is greater than in the television properties."

"In such cases, a serious policy question is presented as to whether the commission fulfills its obligation to encourage the largest and most effective utilization of television in the public interest when it licenses the station to a person with an obvious conflict of interest which can prevent him from utilizing television to its utmost."

Levy Blames Prices On Comp. Bidding

OKLAHOMA CITY—Herman Levy, TOA general counsel, last week told the Oklahoma Theatre Owners' convention that competitive bidding is being invoked to raise film rentals in many instances. He asked that distributors use competitive bidding only in "those rare instances where no other method of licensing pictures will avoid litigation," and cited the Windsor-Walbrook, Baltimore, Md., decision in pointing out that distributors may rightfully select their customers if they are guided by "ordinary business motives."

Levy called for exhibitors and producers to be militant as regards television so that the medium does not become a successor nor a substitute for motion pictures.

RKO sales promotion manager Leon J. Bamberger and COMPO general counsel Robert W. Coyne also addressed the gathering.

Morris Loewenstein was again chosen president, and C. B. Akers is first vice-president. Glen Thompson is second vice-president; Ralph Talbot, secretary-treasurer, and J. C. Hunter, TOA regional director.

The group's 30 directors were reelected, and a meeting has been scheduled for May to name a board chairman, a post now held by Hunter.

David, Al Hoffman, and Jerry Livingston, best song, "Mona Lisa," in "Captain Carey, USA" (Paramount); Edna and Edward Anhalt, best motion picture story, "Panic In The Streets" (20th-Fox), and Charles Brackett, Billy Wilder, and D. M. Marshman, Jr., best story and screen play by the same writers, "Sunset Boulevard" (Paramount).

Counter Claims Filed By Kravetz

NEW YORK—Max M. Kravetz, former UA secretary, last week filed counter claims in New York Supreme Court, asking damages totaling more than \$733,000, in response to a suit filed in January by Mary Pickford for the return of funds loaned to Kravetz. Named in Kravetz's counter claims, in addition to Miss Pickford, are the Mary Pickford Corporation, Charles Chaplin, United Artists, Arthur Krim, Robert S. Benjamin, Seymour Peyser, Matthew Fox, Walter Heller, Paul V. McNutt, and Frank L. McNamee.

The counter claims deny every allegation in the Pickford claim except that Kravetz received sums of money as part payment for his services to United Artists, and charge a conspiracy "to obstruct, hinder, and delay" his efforts to consolidate an arrangement for the McNutt-McNamee group to control UA.

In three parts, the brief asserts that Miss Pickford and the Pickford Corporation engaged Kravetz to work toward such a deal, for which he was to be repaid for all expenses incurred and compensated "a reasonable value" for his services. Kravetz's claim is that he spent \$30,000, placed a "reasonable value" of \$100,000 for his services, and received but \$13,449.90, leaving a net deficit of \$116,550.10 due him.

A second counter claim asks a similar amount from Chaplin, UA, and the Pickford group, while the third claim names the entire group, pointing out an alleged conspiracy to oust Kravetz, McNamee, and McNutt, thereby purportedly destroying the goodwill potential of the Kravetz organized setup. A total of \$500,000, plus costs and disbursements, is asked in the third charge.

January Grosses Up

WASHINGTON—January's grosses were up seven per cent from those of January, 1950, it was indicated in the Bureau of Internal Revenue's report of admissions tax collections last week. The Bureau disclosed admissions taxes collected in February, representing business done by motion picture theatres in January, amounted to \$22,962,437, as compared with receipts of \$21,431,144 in February, 1950.

Movie theatres' general admissions receipts are credited with comprising about 76 per cent of the total collections for January, \$26,711,774.

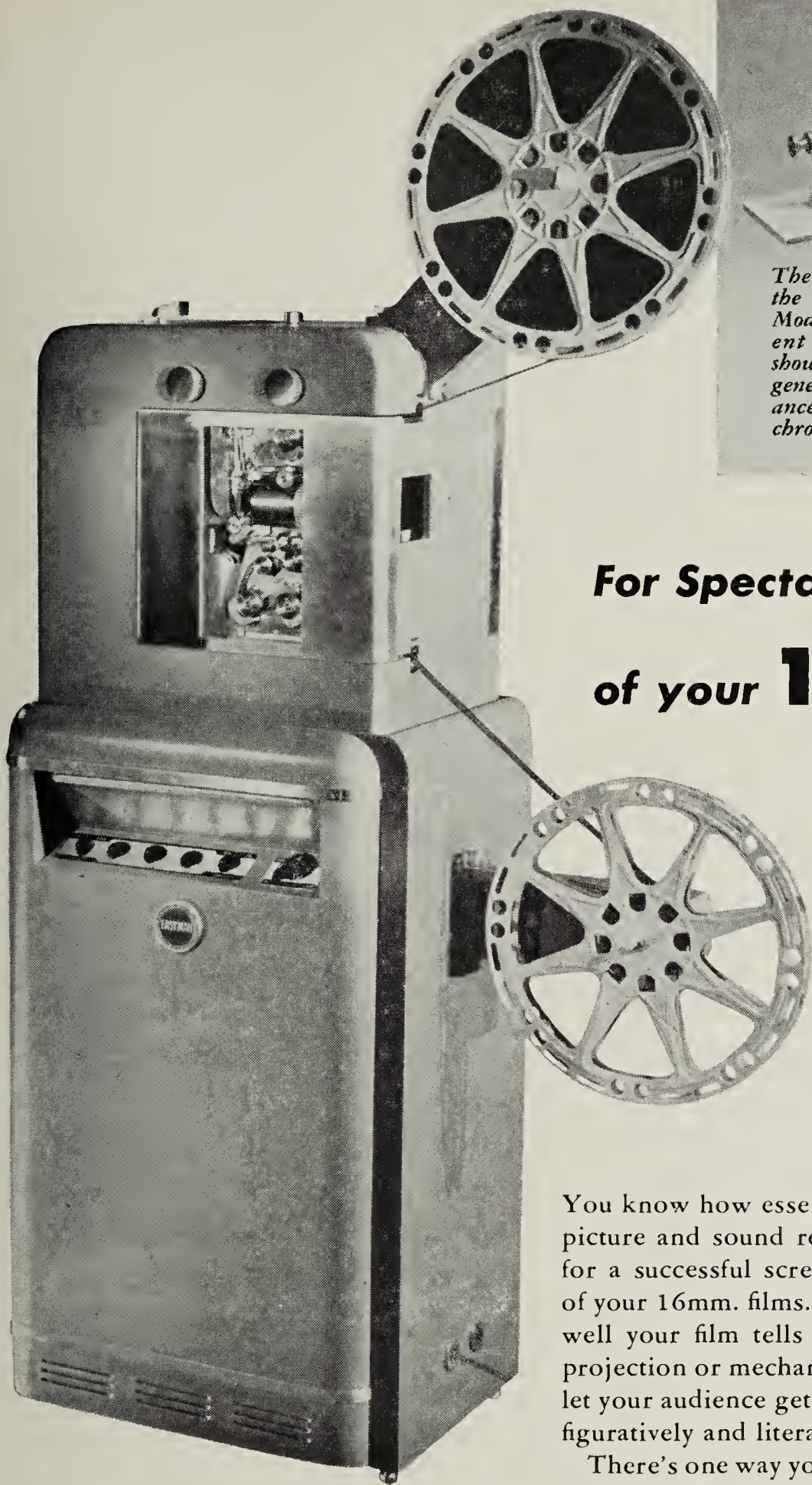
"Peace" Set In Boston

BEVERLY HILLS, CAL.—Kroger Babb, president, Hallmark Productions, Inc., announced last week the completion of a deal for the extended engagement of "The Prince Of Peace" at Shubert's Copley, Boston, opening on May 4.

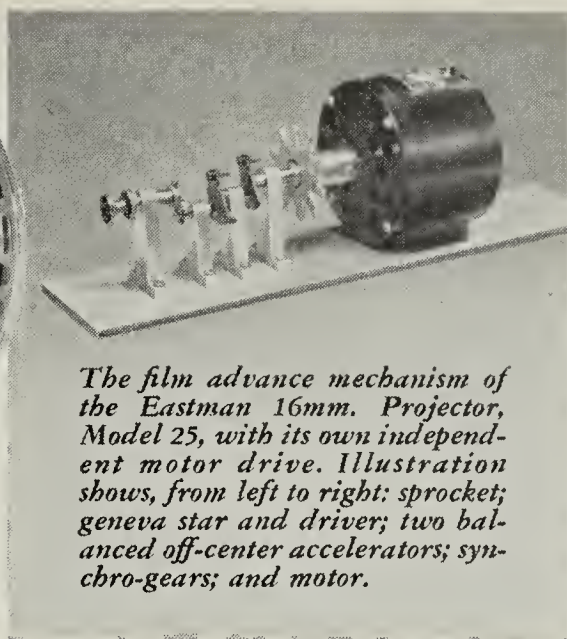
John C. Flinn, Jr. Mono.-AA Ad Chief

HOLLYWOOD—John C. Flinn, Jr., was last week named to succeed the late Louis S. Lifton as advertising and publicity director of Monogram and AA.

Sanford Abrahams will continue as advertising manager while serving as Flinn's assistant. Robert J. Rhodes is publicity manager.



*Eastman 16mm. Projector,
Model 25,
adapted for tungsten
illumination.*



The film advance mechanism of the Eastman 16mm. Projector, Model 25, with its own independent motor drive. Illustration shows, from left to right: sprocket; geneva star and driver; two balanced off-center accelerators; synchro-gears; and motor.

**For Spectacular Screen Presentation
of your 16mm. FILMS...**

THE EASTMAN 16mm. PROJECTOR, Model 25

You know how essential top-quality picture and sound reproduction are for a successful screen presentation of your 16mm. films. No matter how well your film tells its story—poor projection or mechanical failure will let your audience get away from you, figuratively and literally.

There's one way you can be certain of top-quality screen presentation—by projecting your films with an Eastman 16mm. Projector, Model 25. Here are a few of the many reasons why.

First, the Eastman Model 25 is the result of an entirely new design concept. It is an applied engineering

solution to the problems of 16mm. sound projection, capable of continuous-duty, dependable performance.

Second, since it gives you a choice of high-intensity arc or tungsten illumination—plus *Lumenized* Kodak Projection Ektar Lenses—you can get the screen image brilliance, contrast range, and full screen definition you want under your operating conditions.

Third, unparalleled sound reproduction quality is made possible by advanced optical and electronic engineering. It gives you dependable continuous-duty theater-quality screen presentation when you want it.

*Write today for further detailed information on specifications,
prices, and delivery. Address your inquiries to . . .*

Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California



Officials of the Jamestown Amusement Company and General Precision Laboratory recently gathered for the initial showing of GPL's Videofilm theatre television system at the Fulton, Pittsburgh. Seen from left to right are: John Sims, General Precision Laboratory; John Walsh, manager, Fulton; Carroll Lander, circuit chief booker; A. J. Grainger, assistant booker; Blair Foulds, GPL; Gerald Shea, circuit maintenance supervisor, and John Currie, National Theatre Supply Company. This is a direct system whereby the TV image received on the set is amplified on film, and then projected to the theatre screen in the same manner as the regular motion picture. An almost full house was on hand despite unusual opposition by the televising of the Kefauver crime investigation. The program picked by the Fulton was the final of the Golden Gloves boxing tournament from New York. The audience reaction was excellent, the Fulton management reported.

Coast Suit Filed

HOLLYWOOD—An anti-trust suit was filed in Federal Court last week against the eight major distributors, Fox West Coast, and Principal Theatres, former FWC partner, by C. L. James, owner, Beaumont, Beaumont, Cal. It is claimed by James that since his theatre opened in 1940, he has been compelled to play product on long delayed subsequent runs after they played houses owned by FWC and Principal in adjacent San Bernardino, Redlands, and Banning, Cal. Damages of \$908,760 are sought.

Wisconsin Action Settled

MILWAUKEE—The anti-trust suit of Menasha Theatre Realty Company, former owner, Brin, Menasha, Wis., was settled out of court last week. Damages of \$600,000 had been sought from the distributors in the four-year-old suit, which charged anti-trust violations, and alleged that the defendants used discriminatory trade practices in favor of the Valley, Menasha. Under terms, it was reported, the Valley was sold to the Brin interests, who received \$75,000 damages.

SAG Wins Point

WASHINGTON—The National Labor Relations Board last week decided in favor of the Screen Actors Guild's petition to represent all actors in motion pictures, regardless of the medium of exhibition, and ordered that an election be held on the coast within 30 days of March 26 so that actors may choose between SAG and the Television Authority for a bargaining agency.

Depinet At TOA Meeting

NEW YORK—Ned E. Depinet, president, RKO and COMPO, on behalf of the latter organization, will sit in on the TOA board meetings in Washington this week at the invitation of Gael Sullivan.

THE TIP-OFF ON BUSINESS

(The Tip-Off on business is a record of how pictures are doing in their playdates in various parts of the country. The ratings given the pictures (see key) are a cross section of reports received from the field, and present an analysis of various types of runs. It does not necessarily follow that the rating given constitutes the business in each individual engagement, but an honest attempt is made to present a general average. By studying the ratings, which are changed if necessary in accordance with newer information, exhibitors will be able to determine how to guide themselves in their buying and booking.—Ed.)

KEY TO "THE LITTLE MEN" RATINGS: (April 4, 1951)

Swell, topnotch, record-breaking or close to it in all types of houses.



Good, although not breaking the walls down, but solid returns.



Just fair, nothing out of the ordinary, returns about average.



Disappointing, way below the average expected, decidedly off.



The Week's Newcomers

BIRD OF PARADISE (100m.)
(20th-Fox)



LULLABY OF BROADWAY (92m.)
(WB)



MA AND PA KETTLE BACK ON
THE FARM (81m.) (U-I)



RATON PASS (84m.)
(WB)



THE LEMON DROP KID (91m.)
(Paramount)



THE MATING SEASON (101m.)
(Paramount)



UP FRONT (90m.)
(U-I)



Continuing

ABBOTT AND COSTELLO MEET
THE INVISIBLE MAN (82m.)
(U-I)



AL JENNINGS OF OKLAHOMA
(79m.) (Columbia)



BEDTIME FOR BONZO (83m.)
(U-I)



BORN YESTERDAY (103m.)
(Columbia)



CRY DANGER (79m.)
(RKO)



FOURTEEN HOURS (92m.)
(20th-Fox)



I'D CLIMB THE HIGHEST
MOUNTAIN (81m.) (20th-Fox)



INSIDE STRAIGHT (87m.)
(MGM)



LIGHTNING STRIKES TWICE
(91m.) (WB)



MOLLY (83m.)
(Paramount)



OPERATION DISASTER (100m.)
(U-I)



OPERATION X (100m.)
(Columbia)



PAYMENT ON DEMAND (90m.)
(RKO)



QUEBEC (85m.)
(Paramount)



RAWHIDE (86m.)
(20th-Fox)



ROYAL WEDDING (92m.)
(MGM)



SEPTEMBER AFFAIR (104m.)
(Paramount)



STORM WARNING (92m.)
(WB)



TARGET UNKNOWN (90m.)
(U-I)



THE ENFORCER (86m.)
(WB)



THE GROOM WORE SPURS
(81m.) (U-I)



THE MAGNIFICENT YANKEE
(88m.) (MGM)



THE SECOND WOMAN (90m.)
(UA)



THE REDHEAD AND THE
COWBOY (82m.) (Paramount)



TRY AND CATCH ME (90m.)
(UA)



THREE GUYS NAMED MIKE
(90m.) (MGM)



UNDER THE GUN (83m.)
(U-I)



VALENTINO (105m.)
(Columbia)



VENGEANCE VALLEY (82m.)
(MGM)



YOU'RE IN THE NAVY NOW
(93m.) (20th-Fox)



PHYSICAL THEATRE

Andrew W. Shearer

EDITOR

*Devoted Exclusively to the
THEATRE STRUCTURE
— its Design, Construction,
Furnishings, Maintenance
and Specialized Equipment*
Special Drive-In Issue



SPRING IS HERE AT LAST to mark the beginning of another drive-in season with its unmatched entertainment for young and old alike under the vault of heaven. Many an American family, such as the one above, will pile into their car and head for their favorite drive-in again.

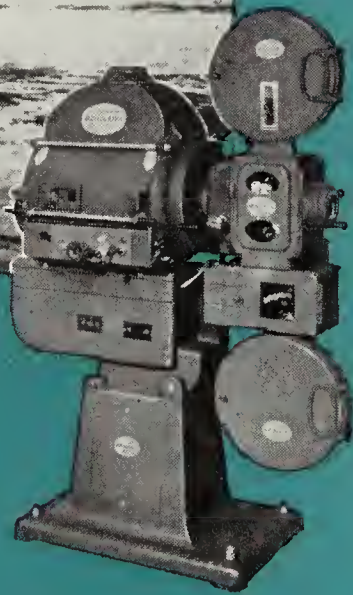
IN THIS ISSUE :

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MEN AT WORK	Page 12
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for dependable performance.



"OLD FAITHFUL"



THE PROJECTIONIST'S PROJECTOR

Designed, engineered and built by projection specialists, the Motiograph Model "AA" Double Shutter Projector is recognized as the world's finest—the proven projector that can be guaranteed for a full year. It comprises all the features which projectionists consider necessary for dependable performance, simple, trouble-free operation and ease of maintenance.

- A ROCK-STEADY PICTURE
- MAXIMUM SCREEN ILLUMINATION WITHOUT FLICKER OR TRAVEL GHOST
- SWEET, SMOOTH, SILENT, COOL OPERATION
- UNBELIEVABLE RESISTANCE TO WEAR

You'll be glad for years when you buy Motiograph projectors. They last practically forever, assure the lowest overall cost.

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EXPORT DIVISION (EXCEPT CANADA) FRAZAR & HANSEN, LTD., 301 CLAY ST., SAN FRANCISCO, CALIFORNIA

LAYING IT

On The Line

Reopening The Drive-In

ACROSS the width and breadth of the land the warm zephyrs are stirring to herald the advent of spring and the beginning of another drive-in season. It is a time of rejoicing for those who have grown weary of confining winter weather and are anxious to get outdoors again under the sun, the moon, and the stars. Above all, it is an occasion which belongs to the younger generation, whose cries of "take me out to the drive-in" will soon echo over the landscape almost as frequently as the chirping of the birds in the trees.

EVERY drive-in operator is now directing his thoughts toward preparing his theatre to meet the avalanche of exuberant patrons soon to descend upon him. It is obvious that he cannot just throw open the gates again without further ado, but what are the steps which the outdoor exhibitor should take to get ready for the spring reopening?

FIRST of all, the open-air showman must see to it that all of the theatre property and equipment is in top-notch condition. The entire parking area should be carefully gone over to correct any grading irregularities caused by the buckling of the ground through alternate freezing and thawing during the winter months. At the same time, of course, any necessary repairs should be made to the surfacing.

PAINT is a wonderful expedient for brightening things up and making them appear like new. Aside from the screen, it is advisable to touch up all buildings, attraction signs, refreshment stand counters, fences, playground equipment, etc. Few structures or pieces of equipment emerge from a period of cold winter weather without looking somewhat shabby, and there is nothing like a good coat of paint to restore their eye-appeal.

RIGHT up at the top of the list of reopening "musts" stands the restoration of the delicate projection and sound equipment to perfect operating order. Since the job of removing winter grease, oiling the parts, inspecting the speakers and junction boxes, etc., is one which must be executed with painstaking care, it is strongly recommended that the exhibitor hire an experienced serviceman for the task. His trained eye can readily detect imperfections and likely sources of future trouble, whose immediate correction will assure a perfect picture on the screen and flawless sound opening night and throughout the season. The nominal investment in competent service in the beginning will be repaid many times over during the operating period.

OTHER incidental steps to be taken in readying the drive-in property for operation include: refurbishing all refreshment stand equipment and ordering stock, beautifying the landscaping, cleaning up the grounds, hiring and training personnel, etc. The exhibitor should realize that all of these and the aforementioned preparations require time, so it is wise to get started on them as far ahead as possible.

SECONDLY, at the same time that he is devoting his best efforts toward getting the physical property in good order and acquiring the personnel to run the theatre, the drive-in operator must also be concerning himself with promotional activities. In other words, he must let the general public know that the drive-in is about to reopen and acquaint prospective patrons with the services which it offers.

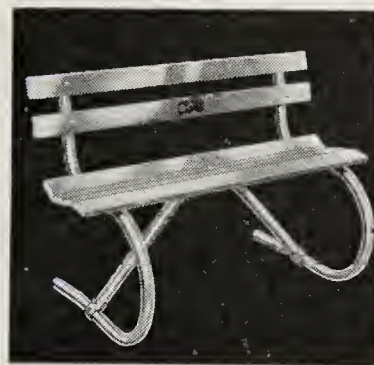
SEVERAL weeks in advance of the actual opening, the exhibitor should announce it in his newspaper insertions, radio "spots", handbills, direct mail literature, or any other advertising media which he uses. The announcement of the opening should, of course, contain as much as possible about the special advantages which the drive-in offers, such as baby bottle warmers, pony rides, children's playground, picnic area, etc. It has been proven time and time again that features of this nature often serve as drawing cards almost as powerful as the show on the screen, so they certainly should be exploited to the fullest in any pre-opening advertising.

USUALLY, it is in keeping with the best interests of good showmanship to make a special occasion out of opening night that will renew the friendly feelings of former patrons toward the theatre and kindle goodwill in new ones to make them steady customers. Festive ceremonies with important public figures in attendance and perhaps some sort of complimentary gift, such as a free bag of popcorn, will go a long way toward arousing community interest in the reopening of any drive-in.

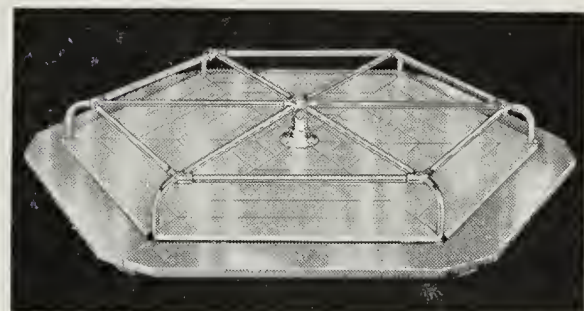
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Unsurpassed in Design, Safety and Performance

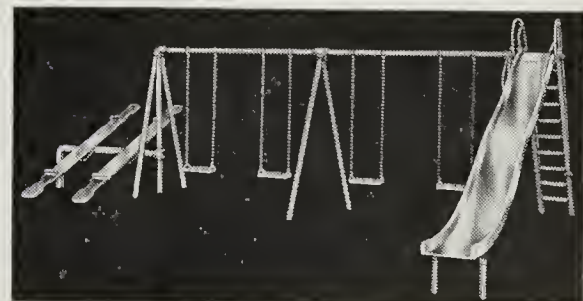
It's the *plus* factor that makes American the most respected name in Playground Equipment. Plus in design — American leads the field. Plus in performance — *Approved* Equipment stronger, more ruggedly built to guarantee a lifetime of perfect repair-free service. Plus in safety—for American craftsmen are aware of their responsibility for the safety of your children. Thus, with American you receive far superior design, unexcelled performance and unmatched safety.



All-American Picnic Grill
American Approved Heavy Duty Bench



American Approved Heavy Duty Merry-Go-Round, with Enclosed Safety Platform



An American De Luxe Combination Unit

Send for Literature

**AMERICAN
PLAYGROUND DEVICE CO.
ANDERSON, INDIANA, U.S.A.**

WORLD'S LARGEST MANUFACTURERS OF FINE
PLAYGROUND & SWIMMING POOL EQUIPMENT



IT'S REALLY

UP THERE

when it comes to projecting

BIG, BRIGHT *pictures.*

NATIONAL EXCELITE PROJECTION ARC LAMP

For super-brilliant pictures on large screens AT LOWER OPERATING COST, buy this 75 to 130 ampere high intensity reflector type lamp.

- ★ Air-cooled rotating positive carbon feeding mechanism.
- ★ Big 16½" reflector matches high speed f/1.9 lens.
- ★ Automatic arc crater positioning.
- ★ Stable burning and complete combustion at the arc, to avoid any black soot, are attained by a jet of air directed just above the arc.
- ★ White smoke, which would otherwise cloud the mirror, is also diverted by this air stream.
- ★ Unit construction permits instant removal of components for cleaning.

Distributed by

NATIONAL
THEATRE SUPPLY

Division of National • Simplex • Bludworth, Inc.

"THERE'S A BRANCH NEAR YOU"

PHYSICAL THEATRE

VOLUME VI

NUMBER 4

April 4, 1951

Introduction

ALTHOUGH one of the greatest sales advantages that drive-in theatres hold over many roofed ones lies in the assurance to the patron that he definitely will have a parking place for his car, there is still some inconvenience to the customer involved in the frequent necessity for cruising down each ramp to locate a vacancy, to say nothing of the collision hazards involved. Of course, ramp boys are widely used to direct incoming cars to vacant spots, but oftentimes there are not enough of them to handle peak traffic loads, and many drivers actually are confused by and object to a lot of flashlight waving.

In an ingenious effort to overcome the aforementioned difficulties, Albert H. Reynolds, enterprising General Manager of Claude Ezell and Associates, recently invented and installed in four of the circuit's newer drive-ins (the Mansfield in Fort Worth, the Burnet in Austin, and the Hempstead and Irvington in Houston) a revolutionary automatic traffic control system that eliminates all need for ramp cruising and its accompanying accident hazards. Furthermore, installation of the system has enabled the Ezell management to effect an important saving in operating expenses by doing away with nearly all of the lot boys.

Design and Operation

As shown by the accompanying photographs and diagram, the entire set-up is quite simple. An indicator board has been installed at the head of each ramp to inform the patron driving down the central roadway (into which all ramps feed) just how many speaker vacancies are available in that particular ramp and their locations. Thus, the driver of the car has only to glance at this directional speaker indicator to determine whether or not there is room for him.

Information on speaker vacancies and their locations is shown by a series of small light globes on the face of the board. A push-button type of switch is installed on each side of every junction box from which two speakers are racked. These switches are designed so that pressure from any direction will depress the nosing. When a speaker is placed on the rack, the switch is pushed in by its weight to complete the circuit, and a green light flashes

(Continued on page PT-15)

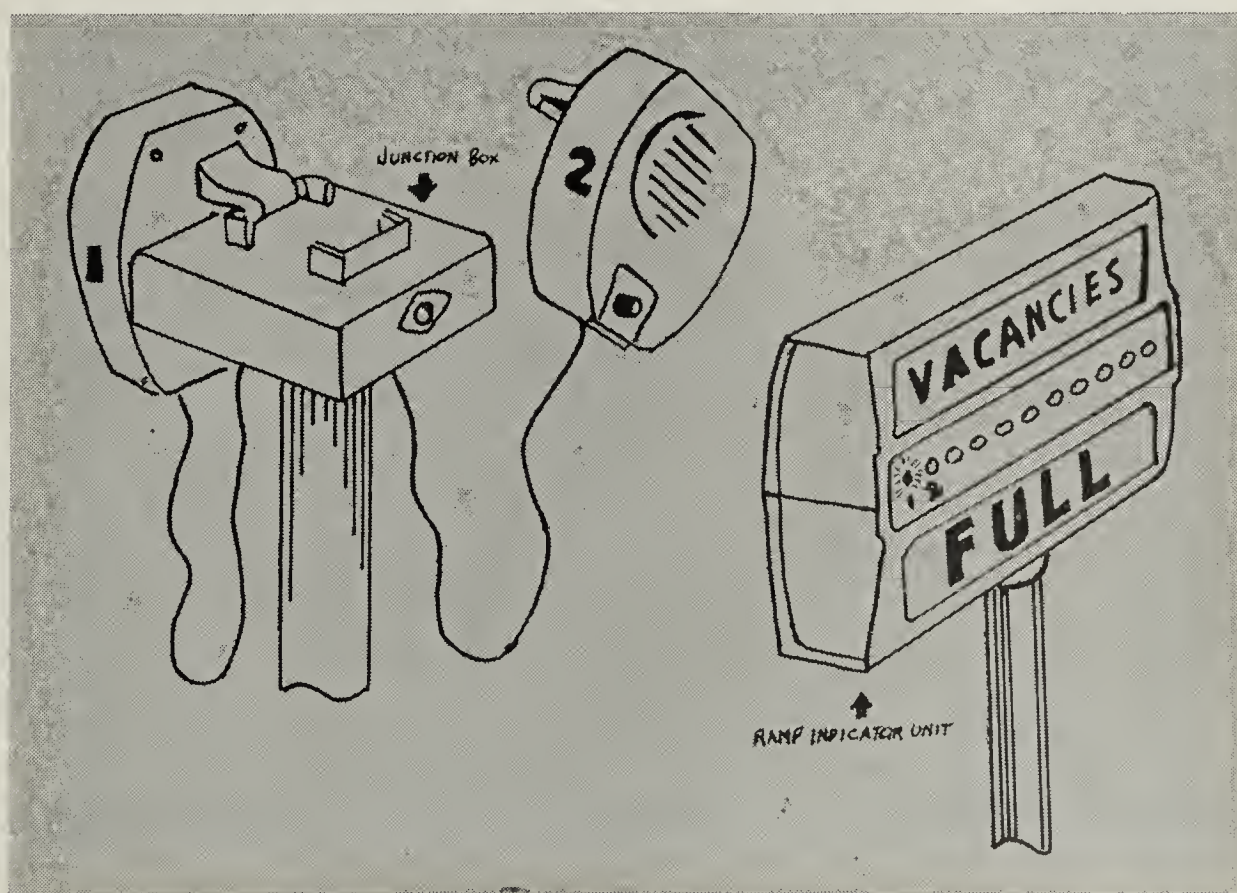


RAMP INDICATORS are cast in two sections and accommodate a large number of speaker lights. The word "Vacant" is in a plastic panel and is partially illuminated by vacant speaker lights. The word "Full" goes on when last indicator light flashes off. Note ramp number disc.

Traffic Control For Drive-Ins

Automatic Electric Signaling Device Shows Vacant Speaker Stations At Each Ramp Head

OPERATIONAL DIAGRAM shows how indicators are activated by plunger switches on individual junction boxes. With Speaker No. 1 in its cradle, the corresponding light on indicator is lighted. When Speaker No. 2 is taken, the circuit is broken, and the light goes off promptly.





THE TWO-LANE ENTRANCE to the Cherry Hill Drive-In leads past a boxoffice whose corrugated sheathing matches that of the parking area fence and the roof of the screen tower, under which the Chapmans' home is tucked. The "welcome" sign is on front of a convenient tool house.

A Novel Home In A Drive-In

How The Chapmans Of Cowpens, S. C., Live At Work In A Comfortable "Dream House" Behind The Screen



A RARE IDLE MOMENT is enjoyed by Howard Chapman while his wife does the dishes in the 17' 8" by 13' 3" kitchen of their drive-in home, shown in the upper photograph. ABOVE—The rear of the house opens on a lawn under the screen where the Chapman children (at left) have swings.

THIS is the story of an outdoor theatre exhibitor whose home, as well as his heart, is literally in his work, for behind the screen of the Cherry Hill Drive-In, Cowpens, S. C., nestle the comfortable living quarters of owner and operator Howard T. Chapman and his family. A hard-working, enterprising showman, who likewise owns the roofed Cowpens in the town itself (run by his wife), he somehow finds time also to look after 150 acres of peaches and some rental property (six houses and a beauty shop). Naturally, all of these projects, plus the care of two small children, keep Chapman and his wife, who is a true "helpmate" in the finest sense of the word, constantly on the go. As we shall see, however, they have built for themselves a thriving business right outside the doorstep of a home whose excellence gives them every reason to be proud.

The Theatre Itself

Ideally located on busy Highway No. 29, the Cherry Hill Drive-In looks out over gently sloping green fields, pine woods, and orchards with the picturesque Blue Ridge Mountains visible in the distance. Dotting the surrounding landscape are neatly kept farms and sprawling textile mills, from which the theatre draws the bulk of its patronage.

No less than three paved roads (all over $\frac{1}{2}$ mile apart) enter the 23-acre site from the aforementioned main Canada-to-Mexico thoroughfare, so there is no need for a service loop. The three entrance roads, which also serve as exits, merge into a single dual-lane drive that leads into the theatre past a corrugated aluminum boxoffice and a small tool shed with a "welcome" sign which also houses an efficient watchdog.

The entire parking area, illuminated by "moonlite" lighting and surrounded by an aluminum fence, contains 318 speakers, although 450 cars can be parked on the eight ramps; due to the stillness of the countryside and excellent sound transmission, it is quite possible to make multiple use of some speakers. The gentle slope of the parking field provides ideal drainage because rainwater from each ramp flows down to the aluminum fence and is carried away by large concrete spills.

The projection booth, rest rooms, and refreshment stand are all housed in a concrete structure set in the middle of the field. A variety of wares is offered at a snack bar, and benches for walk-in patrons have been provided nearby. Water is supplied to both the building and the house by a deep well, and a large septic tank serves it and the home alike.

Actual picture size of the screen is 32'6" by 44', but there is a span of 18'6" from the ground to the white face to accommodate the rear of the dwelling. It is reported that the rocker-type ramps work nicely with a screen of the aforementioned height, and the Chapmans are not bothered by lights from the cars or the projection beam. The theatre has no public playground as yet, but swings have been erected for the two Chapman children on a grassy plot directly beneath the screen at the rear of the house. Marsha, 5, and Tommy, 2, also have a private playground, enclosed by a white picket fence, in front of the house.

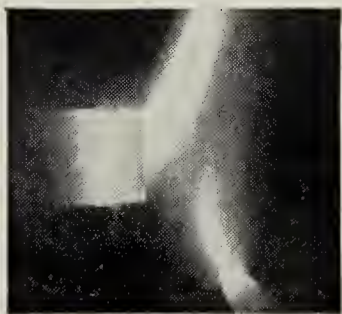
Since the accompanying photograph showing the screen tower was taken a

You can't skimp on studio lighting!

THERE'S NO SUBSTITUTE FOR CARBON ARCS
WITH **NATIONAL** CARBONS!
TRADE-MARK

● Studio lighting represents but a tiny fraction of the cost of making a movie. But it makes a tremendous difference in the quality of the final picture. Now is no time to jeopardize picture quality. Now is the time to put on better pictures—pictures with diamond-sharp detail, true color values, with terrific emotional appeal (obtainable only through proper lighting) — pictures that people will pay to see. There is no substitute for *CARBON ARCS* — with "National" carbons!

ALWAYS BUY
"NATIONAL" CARBONS



The term "National" is a registered trade-mark of

NATIONAL CARBON COMPANY

Division of Union Carbide and Carbon Corporation

30 East 42nd Street, New York 17, N. Y.

District Sales Offices: Atlanta, Chicago, Dallas, Kansas City,
New York, Pittsburgh, San Francisco

In Canada: National Carbon Limited, Toronto 4

blue border of neon has been run across the top of the roof and 10' down the side. Three large red cherries with green leaves and stem are on each side of the roof in this 10' space. These neon lights, which match the popcorn sign, are controlled by switches in the boxoffice. Floodlights (facing both ways) on top of the screen tower may be thrown on or off from either the boxoffice or the house.

In view of the fact that the State of South Carolina does not presently permit the showing of Sunday movies (except near an armed forces installation), the Cherry Hill operates on a six-day basis with four changes weekly. An admission charge of \$.40 is collected, and musicals, comedies, and westerns appear to be most popular. A number of highly successful "give-away" nights have been put on with the cooperation of merchants in nearby Spartansburg, N. C.

The Home Within

Although the Cherry Hill opened August 25, 1949, the Chapmans' home in the screen tower was not actually ready for occupancy until a few days before Christmas, of that year. The idea for including the house was conceived at the time work on the theatre itself was begun, and the construction of both was directed by Chapman himself without the aid of formal plans and with mostly unskilled labor. Credit for the ingenious combined theatre and home which resulted belongs, therefore, entirely to him.

Ten large creosote poles were used in the construction of the house—five 65' base ones (spaced 12½' apart) to hold the framework for the face of the screen, and five "pusher poles" (in a leaning position) set 24' directly behind each of the former. The latter were then securely fastened to the base poles 11½' from the top. Large bridge spikes were driven around the bottoms of the ten poles to tie in with the concrete floor of the front porch.

Concrete columns were built 4' behind each "pusher pole" with storm drain pipe installed in the hollow interiors. Two matching columns in line with the others were built (one on the entrance side and one on the exit side), and it is from these points that the aluminum fence around the parking area starts.

The house is frame with white asbestos shingles, and a ladder has been installed

up the center of the aluminum roof for use when the screen is painted. A 6" asbestos tube had to be run from the chimney on the front porch to the top of screen to keep out back drafts. Ventilators for the dwelling have been set in the side of the house.

From the 10'3" by 51'8" porch the front door opens into a large living room that has been tastefully furnished with antiques and decorated in a pastel shade of dusty rose with a beige rug on the floor. Plans are afoot to put an arch through the living room in the space where the piano now stands (see accompanying photograph). This will lead into a combination den and bedroom under a large stage which the Chapmans plan to erect for the presentation of "live" shows. Also contained in this sizeable under-stage area will be a back porch and possibly an adjoining garage.

The large bedroom area accommodates the entire family and includes a number of closets with a tile bathroom adjoining. The walls are done in light blue, while the floor is covered with grey-black asphalt tile and a rose throw rug; this type of floor covering has been used throughout all the downstairs rooms. An inter-communication system connects the bedroom to the boxoffice and is left on all night to pick up any mysterious noises.

The spacious kitchen is done in pale yellow with white enamel wood work,

This insulation, along with shutters on the windows, also helps to keep out sound when a show is going on. The heat circulates through the downstairs rooms by its own radiation and is carried upstairs by leaving the entrance door from the kitchen slightly ajar.

Aside from having all of the conveniences found in any other type of first-class residence, Chapman estimates that he saves approximately \$175 a month in rent and wages for a night watchman. He firmly states that he would not trade places with anyone he knows, for he and his family sincerely believe they could find nowhere else such a full measure of happiness as that which they enjoy in their home in a drive-in.



SHOWN above is Heywood-Wakefield's de luxe TC 706 chair. An outstanding feature is a spring base mechanism which permits a change in seat-to-back ratio with each body position change.



SPACIOUS BEDROOM measures 24' 4" by 17' 8" and accommodates the entire Chapman family. Adjoining it are a tile bathroom and linen closet.

and plastic tile in white runs from behind the refrigerator and cabinet on the right (see accompanying picture), across under the double windows, and on around to the back door. The asphalt tile floor is cream with traces of red that match the cabinet tops.

A door in the kitchen opens on a flight of stairs which lead up to the second floor. Here are found two finished rooms and bath, one of which is occupied by the colored maid who looks after the Chapman children. A third unfinished room is used for storage and drying laundry in bad weather. The maid's room (14' by 13') is done in pale green, while the other finished room upstairs is white with blue tile around the bath.

The drive-in home is heated by a circulating oil burner heater installed in the bedroom. Since the dwelling is insulated with rock wool, it is quite easy to heat in the cooler months and cool in summer.



LIVING ROOM measures 17' 8" by 13' 3" and is nicely furnished with antiques. Nylon curtains at windows were made from parachute material.

No Carbon Shortage Seen

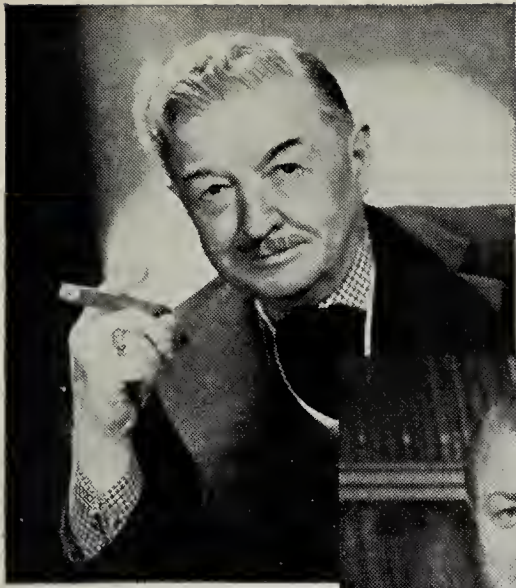
NEW YORK—A recent news release appearing in the motion picture press called attention to a shortage of monazite sand as a raw material essential in the production of carbons for projectors, spot lamps, and other equipment used in the motion picture industry.

National Carbon Company, quick to realize the trade disturbances that might be caused by such reports, states that in its opinion there will be an adequate supply of carbons in the foreseeable future and that, as a consequence, there is no need for theatres and suppliers to overstock.

It will be recalled that the Company announced to the trade last December, at the time of the issuance of Copper Conservation Order M-12, its viewpoint that an adequate supply of carbons was assured. Despite current reports, the Company at this time does not foresee any change in this outlook.

Art Chrome Co. Forms Merger

BOSTON—According to a recent announcement, the Art Chrome Company of America has been made a division of American Table Manufacturing Co., one of New England's leading chrome furniture manufacturers. Offices and factory facilities have been combined in a modern plant located in Melrose, Mass. Due to the similar type of operation of the two companies, there has been no appreciable delay in Art Chrome production of plastic upholstered seating for use in dens, play rooms, hotel lobbies, theatre lounges, etc.



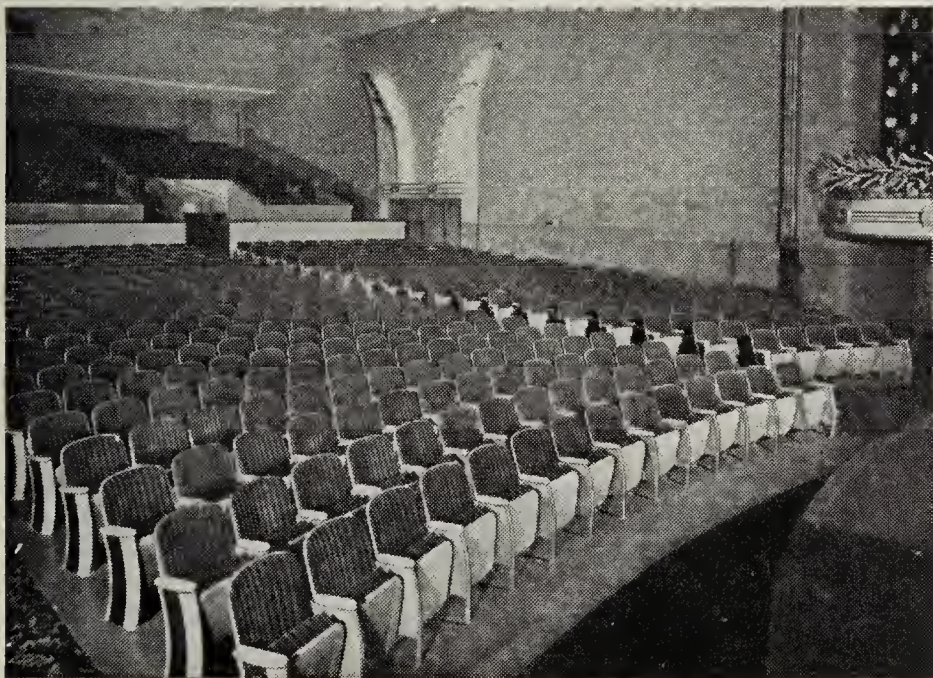
JOHN EBERSON



DREW EBERSON

John and Drew Eberson, ARCHITECTS

Both the Palace and Brookhaven were built and decorated under the direct supervision of John and Drew Eberson, New York Architects, who are nationally known for their outstanding theatre designs. They consider Heywood-Wakefield seating a sound choice for any theatre. "During a single showing patrons always get one or more changes of subject, but occupy the same seat the whole time. That's why we feel the extra comfort of Heywood-Wakefield seating can help assure the success of a new theatre."



Interior of the Palace Theatre, Parkchester, Bronx, N. Y., which is seated throughout with Heywood-Wakefield "Encore" model TC 700.

* * *

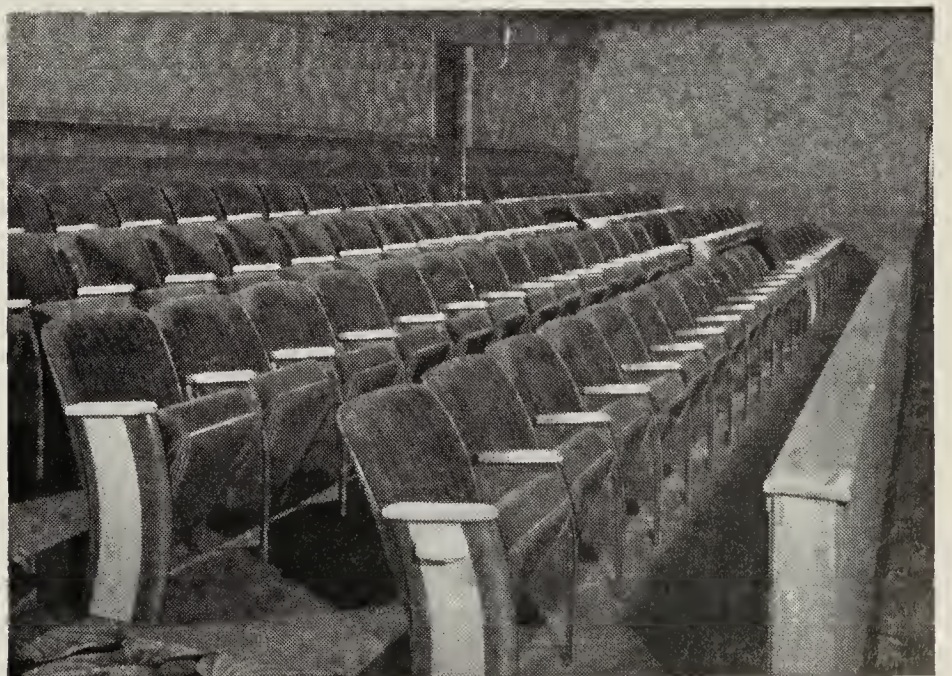
Extra Comfort Brings Extra Patronage. Theatre after theatre is proving that the extra comfort of Heywood-Wakefield "Airflo" Rocking Chair Loges brings added patronage at premium admissions. Ask your Heywood-Wakefield Representative for the facts and figures!

ENCORE Chairs

Choice of Prominent Architects for New York Area Theatres

THE SAME advantages which make Heywood-Wakefield seating so widely favored by both architects and operators can make it a profitable investment for your house. You are sure of the kind of extra comfort that makes patrons want to come back. You are sure of time-tested design and steel construction that mean low, low maintenance costs. Call your nearest Heywood-Wakefield distributor or one of our sales offices in Baltimore, Boston, Chicago or New York and get the facts at first hand.

*Theatre Seating
Division
MENOMINEE,
MICHIGAN*



Heywood-Wakefield "Encore" Model TC 701 chairs are used throughout the Brookhaven Theatre, Port Jefferson, L.I.



Low-Cost Carpet Cleaner Does Fine Job With Ease

A revolutionary new carpet cleaner trademarked "Glamorene" has recently been tested in theatres with outstanding results. Manufactured by Jerclaydon, Inc., the product is not a liquid, foam, a jelly or powder, but a semi-moist compound that is reddish in color and has the consistency of snow.

The base of "Glamorene" is cellulose fiber, said to be thoroughly impregnated with the finest cleaning chemicals, both of a solvent and detergent nature. The cellulose fiber base is reported to act merely as a carrier in a dual role. First of all, it allegedly carries the chemicals deep into the pile of the carpet. These chemicals then are said to attack immediately and emulsify all of the carpet soils and are squeezed from the fiber carrier by means of a simple and easy brushing action. Then, the fiber becomes highly absorbent and quickly soaks up all of the emulsified soils. Thus, the fiber again becomes a carrier and absorbs and carries the emulsified soils out of and off the carpet.

It is claimed that even insolubles such as sand and grit are loosened and freed from the carpet pile to make them easily removable by vacuum. After "Glamorene" is brushed into the carpet, vacuum removal is said to be easy and complete, once a few minutes to allow drying have elapsed. Any type of vacuum may be used, and no residue is left upon the carpet. According to the manufacturer, the new cleaner also has an extremely low resoil rate, and a carpet cleaned with it really stays clean.

The method of using "Glamorene" is said to be so simple that any maintenance man can be shown how to apply it in a few minutes with no special equipment required. The cleaner is merely sprinkled on the carpet, brushed in easily with either a long-handled deck scrub brush or a regular electrical rotary scrubbing or waxing machine, permitted to dry for a reasonable period of time (never more than 15 minutes), then vacuumed off. It is recommended that the bristles on any type of brush used should be palmetto or palmyra to obtain the best results.

Since the cleaner must be brushed into the carpet pile while it is still moist, only enough compound should be sprinkled or thrown upon the carpet which can be brushed in within three or four minutes. If a deck scrub brush is used, an area of only six square feet at a time should be done, but, if an electric rotary machine is used, an area of 12 square feet at a time may be sprinkled and brushed. The compound turns a light pinkish color when a sufficient drying time has elapsed and is then ready for vacuuming. The end result is said to be a beautifully clean carpet that is ready to be walked on immediately.

It is claimed that the new cleaner is also an excellent chewing gum remover and is able to remove this troublesome mess



LEFT—1. Glamorene is first scattered by hand over area of carpet to be cleaned. 2. A deck scrub brush is used to brush it in. 3. A regular rotary machine with brush may also be used. RIGHT—1. The compound is removed from the carpet by a vacuum cleaner after drying. 2. A handful of Glamorene is squeezed over chewing gum spot. 3. After powder has been patted in, gum may be lifted off in one to two minutes.

without tearing or harming the carpet in any way whatsoever. The chemicals in a small handful of "Glamorene" are squeezed out upon the gum until it is saturated. The compound is then placed over the saturated gum as a small pad or poultice. After a minute or two, the gum may be lifted right off the carpet with no trace left.

According to the manufacturer, the cost of carpet cleaning with "Glamorene" runs only ½ cent to 1½ cent per square foot, including labor. Additional economy is said to be effected by the fact that a carpet cleaned with the product will stay cleaner for a longer period of time and will thus require less frequent cleaning.



A RECENT ADDITION to the sales staff of General Precision Laboratory, Pleasantville, N. Y., E. Arthur Hungerford, Jr., will handle video recorders, television film projectors, and other electronic units of telecasting equipment.

Monoxide Gas Invades Theatre

DETROIT—Fire Department rescue squads treated 87 persons when carbon monoxide was pumped into a neighborhood theatre here recently through the air conditioning system. More than 500 persons in the theatre fled in panic after several others slumped over in their seats, and more than a dozen persons were injured in the dash for the exits.

Police said a defective exhaust on the gasoline-powered air conditioning system apparently permitted the gas to be sucked into the building by the blower.



RCA Announces New 16mm Units

CAMDEN, N. J.—A completely redesigned model of the RCA "400" Junior 16mm. sound motion picture projector, said to be smaller, easier to operate, and nearly 10 pounds lighter than the 1950 model, is featured in the new line of 1951 professional-type 16mm. projectors recently announced by the RCA Engineering Products Department.

In addition to the entirely new "400" Junior, the 1951 RCA line includes a greatly improved version of the RCA "400" Senior. It is claimed that many technical advances have been incorporated in the improved Senior model to further improve the high quality of reproduction it provides and to make it even easier to operate.

D. W. Moor Wins Lithox Post

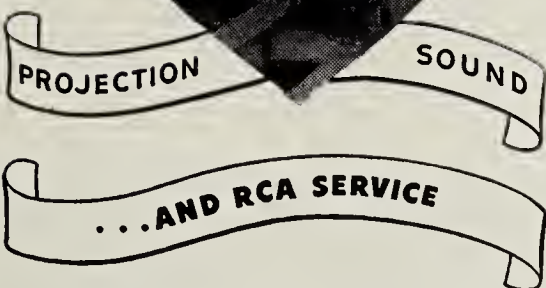
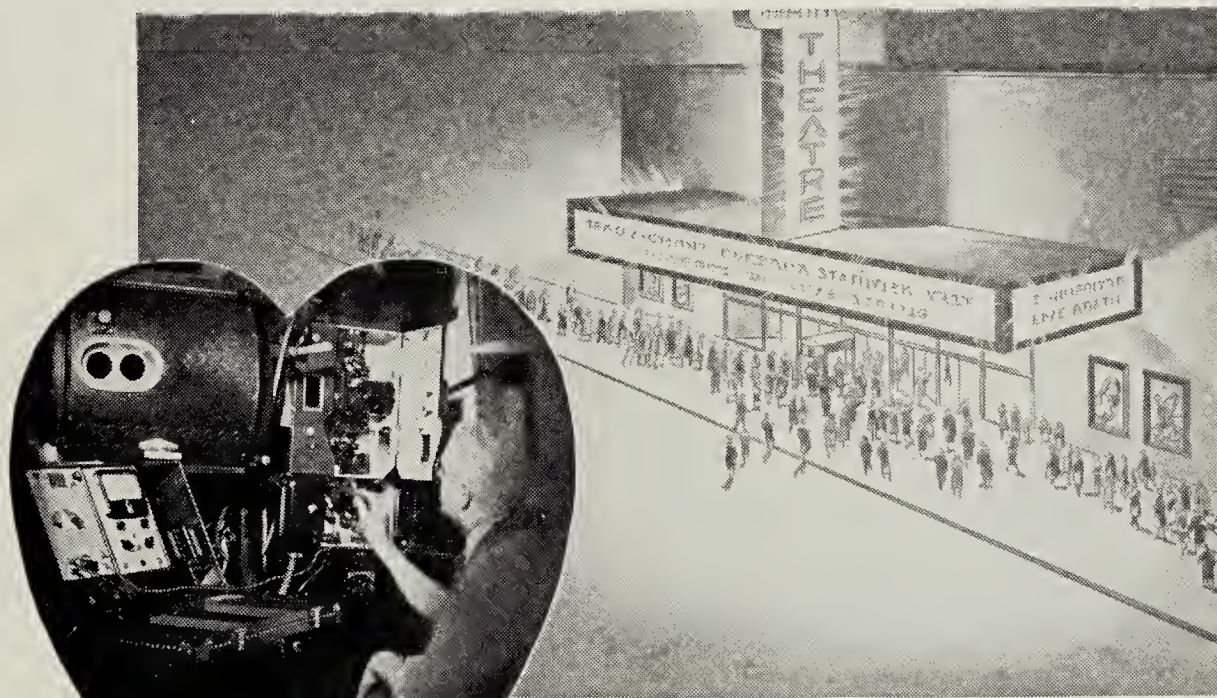
WAPAKONETA, O.—The Lithox Corporation of Wapakoneta, manufacturers of floor matting, floor tile, household mats and stair treads, corded soles and heels, shims and corded sheet stock, recently announced the election of D. W. Moor, Jr., as president.

Mr. Moor is also president of American Mat Corporation and D. W. Moor Company, Toledo, and vice-president of Toledo Rubber Products Corporation.

Spotlight Brochure Available

TOLEDO, O.—A new brochure, which illustrates and describes the new Strong Trouperette incandescent spotlight, will be sent to anyone addressing The Strong Electric Corporation, 21 City Park Avenue, Toledo 2, O.

**It's good showmanship to
keep the HEART of your
theatre running smoothly**



it costs so little to protect so much

The advantages of RCA Service are yours at a cost so low, a few admissions daily pay for it. Write for free folder—"Performance Security."



Every exhibitor, whether he operates a first-run downtown theatre, a neighborhood or small town house, must constantly maintain a smooth-running show to create a steady and reliable following of patrons. It's smart showmanship to present attractions at their very best.

RCA Service, by protecting the projection room equipment—the heart of the theatre—makes sure it operates smoothly . . . at top efficiency. RCA Service technicians are skilled in the systematic point-to-point checkup and maintenance of all types of projection and sound equipment regardless of make. RCA Service Plans combine expert technical assistance with comprehensive parts and repair provisions for motion picture and theatre TV equipments.



RCA SERVICE COMPANY, INC.

A RADIO CORPORATION of AMERICA SUBSIDIARY

CAMDEN, NEW JERSEY



SUPPLY-LINES

about the Dealers who SELL and SERVICE

MEN AT WORK is a continuing regular department of each issue of **PHYSICAL THEATRE**, designed to give a "curtain call" to the many worthy and industrious traders who seldom receive public acclaim. Among them may be numbered the supply dealers, some of whom are pictured here. Various others will appear from time to time.



John P. Filbert, left, veteran RCA dealer, poses with his son, John P., Jr., center, and partner J. Edward Miller in his Los Angeles store. Filbert has over 40 years in the theatre supply business.



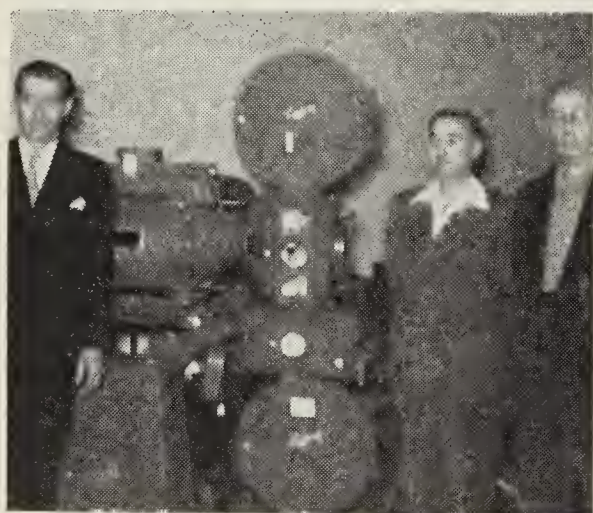
Arthur "Count" De Stefano, left, manager of National Theatre Supply, Kansas City, Mo., is pictured in his store with exhibitor W. D. Fulton, Avenue and Vogue, located in Kansas City, Kans.



The hard-hitting crew of National Theatre Supply, Los Angeles, includes (left to right): Harry Plunkett, sales; Lloyd Owenby, branch manager; Jack Hassick, sales; and Bundy Smith, contact man.



Aubrey E. Cox, left, LaMesa, Tex., and W. E. Cox, right, Seminole, Tex., are pictured above with Sam Berry of National Theatre Supply during a recent visit to the busy Dallas film row.



The crew of Pembrex Theatre Supply, Los Angeles, includes (left to right): R. L. McCarthy, Earl Graff, and J. E. MacGinri. Another member of the group not visible in the photograph is Louis M. Wutke.



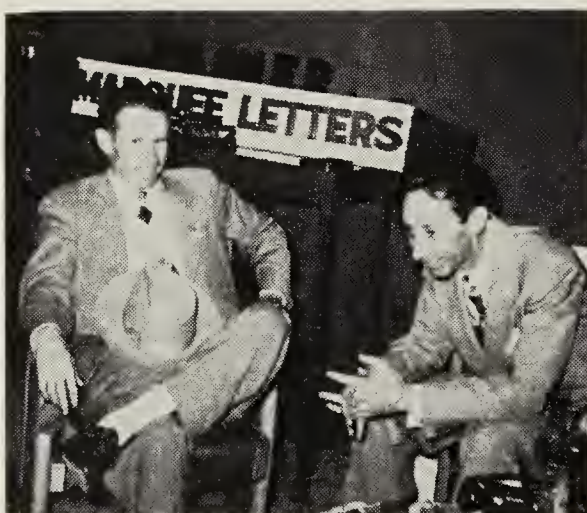
Shown above is the spacious and well-stocked interior of General Theatre Supply Co., Ltd., West Montreal, Canada, which serves Quebec Province. The store is managed by Harry H. Burke.



An important discussion takes place in the Los Angeles office of B. F. Shearer Co., well-known equipment dealer, between Manager Barclay Ardell, at desk, and Donald Grieve of the sales force.



Bob Bostwick, left, Memphis and Dallas manager for National Theatre Supply, is shown at his booth during the recent TOA convention talking with M. S. McCord, native of Little Rock, Ark.



H. V. Hammond, left, Lakeview, S. C., is pictured in the Charlotte Theatre Supply store with Frank Strange, one of the proprietors. Their conversation appears to be more than cordial and frank.

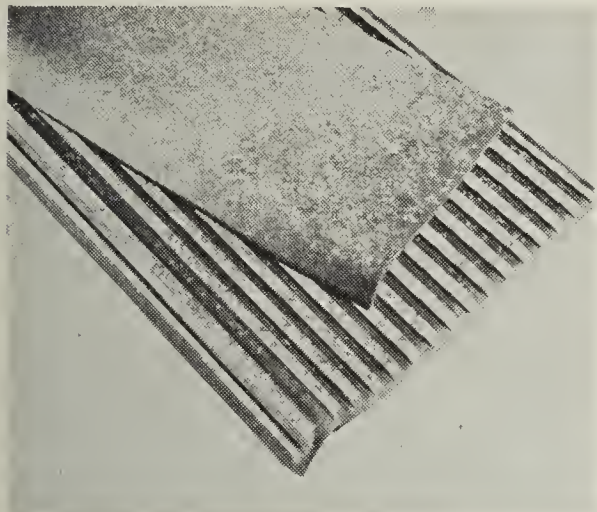


Shown standing in usual order at the Hardin Theatre Supply of Dallas TOA booth are: C. L. Ashcraft, Larry Davee, H. R. Bisby, P. W. Humphries. Seated: J. H. Hardin and Mrs. Ashcraft.

Heavy-Duty Stair Treads

Two new types of heavy-duty stair treads, recently developed by American Mat Corporation, are said to assure long wear under heaviest traffic.

Allegedly produced from especially tough cord and rubber compounds, these treads reportedly cushion every step and, at the same time, provide an excellent non-slip surface. It is claimed that these new treads are furthermore unusual in that they are available not only in black, but also in red, green, blue, and mosaic at no extra cost.



The one type is said to be of heavy molded rib construction, and the second type is of smooth surface. Molding on both types is provided by a two-inch lip which can be increased if desired.

According to the manufacturer, both types are easily installed by means of adhesive or tacking and may be curved over large nosings, common with marble stairs, and can be abutted to each other to cover any given area.

Waterproof Siding

A new type of siding, said to resurface, beautify, and insulate any type of wood, clapboard, masonry, or shingle structure, has recently been announced by Re-Nu-It Corporation. It is claimed that the product is waterproof, and is not merely nailed on but fused to the surface by specially designed powerful pressure equipment.

According to the manufacturer, the siding is air-blasted to the surface approximately 1/16" thick, thus becoming an actual part of the existing structure. This type of application allegedly assures complete insulation and greater durability and blends neatly in with the original architectural lines and contours.

Furthermore, it is stated that the product is available in a choice of seven custom



NEW PRODUCTS

... that have theatre interest



colors and resembles stucco, while not quite as coarse. Its cost is said to be no greater than the conventional type of siding.

Plaster Finish Paint

A new type of oil base sand texture paint, available in eight washable colors from Sicca Soya Paint Company, is said

to hide defects in ceilings that are checked and cracked. It is further claimed that one coat of the paint will hide wallpaper that is firm and tight on the wall and produce a beautiful plastic-like finish.

According to the manufacturer, the paint may be easily applied with no messy mixing required. It is recommended for



Your patrons will notice the difference! Super Snaplites give you Sharper Pictures, More Illumination, Greater Contrast and Definition.

For the Best in Projection use Super Snaplites . . . the only Projection Lenses to give you a true speed of f/1.9 in every focal length up to 7 inches.

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Clear
Crisp Pictures
with
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"YOU GET MORE LIGHT WITH SUPER SNAPLITE"

SAVE... REPAIRS

SAVE Replacements

USE KOILED KORDS



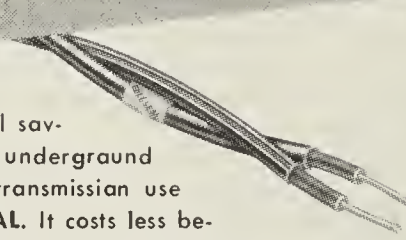
Eliminate hanging card loops that catch an car projections and break, use Koiled Kards an yaur in-car speakers and heaters. Koiled Kards retract to a neat 16 inch kail when nat in use yet extend easily up ta 8 feet as required.

The unusually tough neaprene jacket will not deteriorate in any kind of weather and is impervious to moisture.

Koiled Kords
INCORPORATED

**BOX K,
NEW HAVEN 14, CONN.**

For real savings in underground sound transmission use **TELESEAL**. It costs less because you can bury it directly in the ground without conduits or other protection.



**WHITNEY BLAKE
COMPANY**

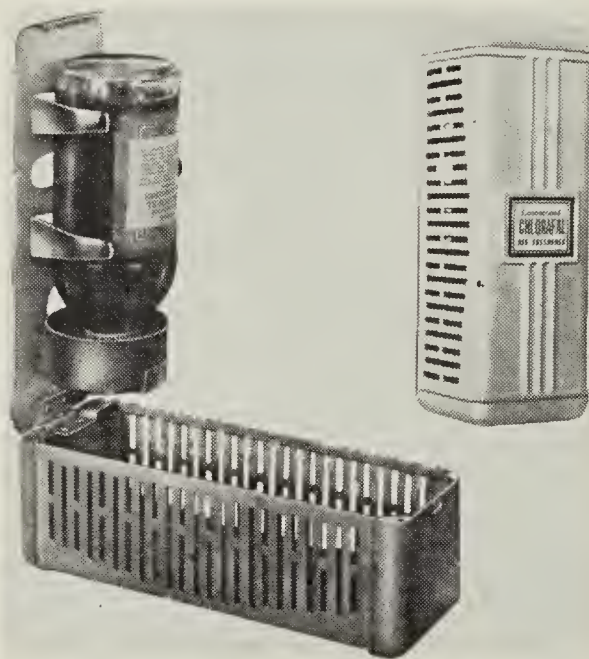
NEW HAVEN 14, CONN.

use in theatres where a smooth plaster finish is desired, such as in rest rooms.



Air Freshener

A new air freshener and deodorizer, that allegedly comes with a compact, efficient dispenser ready, and easy, to install, has recently been marketed by Hysan Products Company.



The unit is said to end indoor smells by neutralizing odor-laden air the scientific way with chemical reaction. According to the manufacturer, there is no temporary masking and no costly equipment to buy.

Aluminum Display Frame

A new type of aluminum display frame, said to be produced from a single length of extruded aluminum, has recently been

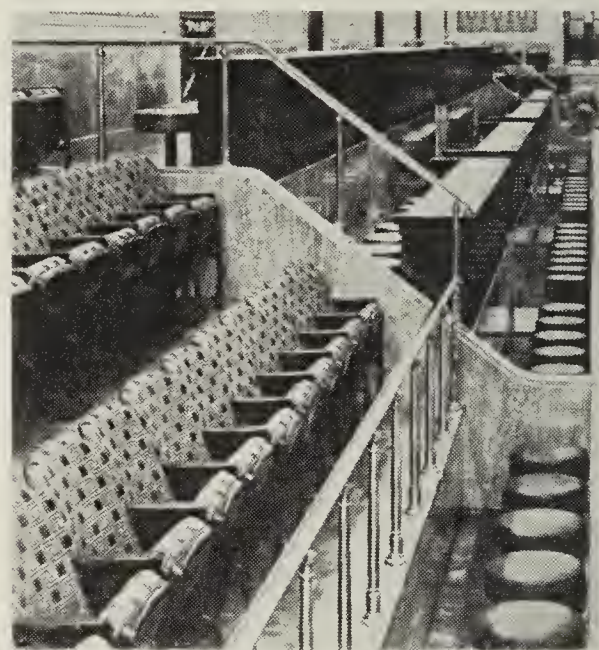


placed on the market by Peoples Display Frame Company. It is claimed that appreciable savings in cost have been made through the use of a new manufacturing method for the frame, which has a life-time satin finish.

American Seating Co. Outfits Galleries In Nation's Capitol

GRAND RAPIDS, MICH.—Visitors to the formerly drab galleries of the Senate and House of Representatives in the Capitol at Washington, D. C., are in for a pleasant surprise the next time they drop in to hear their favorite Senator or Congressman orate.

The galleries have been completely remodeled, redecorated, and equipped with specially designed American Seating seats with end standards of Honduras mahogany for the Senate, and of American walnut for the House of Representatives. Both the backs and the seats have foam-rubber padding.



A BANK OF SEATS in the gallery of the House of Representatives are comfortably inviting. Stools in foreground are for the use of news men.

The chairs are upholstered in a special tapestry used exclusively in the Capitol, supplied by the Government. It is patterned in red (for the Senate) and blue (for the House) with a star and Greek key motif on a sand-colored ground.

In addition to the spectator chairs, American Seating supplied a quantity of special stools for the use of newspaper men in the press boxes.

When the galleries were remodeled, seating capacity was sacrificed in order to gain comfort, and the resulting chambers are as comfortable as they are pleasing to the eye.

SMPTE Convention In N.Y.C.

NEW YORK—Industrial, medical, and military applications of motion pictures and television, as well as their more familiar uses for entertainment, will be explored in more than 50 technical reports on new equipment and techniques to be presented at the 69th Semi-annual Convention of the Society of Motion Picture and Television Engineers, to be held at the Hotel Statler here from April 30 to May 4, inclusive.

Morning, afternoon, and evening sessions will be held from Monday afternoon to Friday afternoon, with the exception of Wednesday evening, when the society will hold its semi-annual banquet and dance.

Traffic Control For Drive-Ins

(Continued from page PT-5)

on the board in the globe corresponding to that particular speaker location. The word "Full" in large letters at the bottom of the board comes on automatically when the last speaker has been removed and the last light extinguished.

Since switches are cross-wired from each junction box, both speakers must be removed before one light on the board is turned out. Inasmuch as only one light signal is needed per station, only half as many light outlets are required. However, if individual speaker signals are desired, each speaker can be wired separately.

Plans are afoot to make new plates to replace the present "windows" on the indicator boards. Each board (see diagram) will be divided into three sections—left, center, and right—with only the letters "L", "C", and "R" visible to designate more precisely the locations of speaker vacancies. If the ramp is filled, the word "Full" will, of course, appear. However, the ramp number will be visible at all times.

The system is designed to operate on 32 volts with a three-kilowatt transformer, although it can be worked on 110. The wiring was installed at the same time the speaker wire was run in the theatres where the system is now in use, and the junction boxes were drilled in advance by the speaker manufacturer. Although the Ezell management used approximately 125,000 feet of wire per theatre to rig up the system in each of the four 750-800 car drive-ins, this figure will, of course, vary with the size of the operation.

It should be noted, however, that considerably more expense would be involved in adding this traffic control system to drive-ins that have already been completed because the paving would have to be disturbed to run the extra wiring required. Furthermore, junction boxes would have to be removed and drilled, a job which could be performed by the drive-in owner or a local machine shop with a jig; there would be no real necessity for returning them to the original manufacturer for drilling.

Conclusion

Although present plans do not call for the design and installation of a central board in the manager's office or boxoffice to which information on ramp vacancies could be transmitted from the individual ramp indicator boards for hold-out or checking purposes, Reynolds states that such a master panel could be added to advantage and may receive future consideration.

This automatic traffic control system is protected by U. S. Patent No. 159319 in the name of Albert H. Reynolds and is assigned to Ezell and Associates. Permission to use it can be obtained for a small fee.

Motiograph Installations Grow

CHICAGO—According to a recent announcement, Motiograph, Inc., through its dealers, has effected the following installations throughout the country in the last few months:

Two-Vu Drive-In, Phoenix, Ariz. (B. F. Shearer Co., Los Angeles); Central Texas Theatres, Waco, Tex. (Modern Theatre Equipment Co., Dallas); West-Vue Drive-In, Des Moines (Des Moines Theatre Sup-

ply Co., Des Moines); Drive-In Theatre, Shreveport, La. (Hodges Theatre Supply Co., New Orleans); Center, Chattanooga, Tenn. (Wil-Kin Theatre Supply, Inc., Atlanta); Max Story, Delta, Colo. (Service Theatre Supply Co., Denver); Family Drive-In, Charlestown, Ind. (Falls City Theatre Equipment Co., Louisville, Ky.); and C. E. Guilmino, George West, Tex. (Modern Theatre Equipment Co., Dallas).

Strong Folder Now Ready

TOLEDO, O.—A new folder, which illustrates and describes their full line of projection arc lamps, rectifiers, spotlights and reflectors, has just been prepared by Strong Electric Corporation, 21 City Park Avenue, Toledo 2, O. A free copy will be sent to anyone on request.

Carrier Cooling Line For 1951 Fulfills Defense Limitations

SYRACUSE, N. Y.—A full line of air conditioning equipment, designed for use in theatres and other auditoriums, has recently been announced by Carrier Corporation for 1951 within the limitations of the defense program.

The 1951 product list is said to include five models of packaged units for air conditioning large spaces and an improved cooling tower for recirculating water used by them. The list also reportedly includes a complete range of central station equipment and reciprocating, centrifugal, and absorption refrigeration units for larger air conditioning installations.

Savings in scarce materials will alleg-

Bring high
cleaning costs
DOWN



A clean theater means good "box office."

G-E engineers studied theater cleaning problems and the daily headaches they present. Result: a line of heavy-duty cleaners specially equipped to do *every* theater cleaning job. G-E Cleaners will:

- pick up water, rug shampoo suds and wet or dry dirt
- convert quickly to powerful blowers for collecting litter under theater seats into

convenient piles for quick, easy removal

- dust highly polished surfaces without scratching or marring
- clean high-up, out-of-reach areas and projection screens safely and thoroughly

save time . . . money . . . labor

Compact and powerful, these heavy-duty cleaners are light in weight for easier operation by men or women. *One worker with one machine can thoroughly clean wet or dry surfaces, draperies, upholstery, seats, hard floors and tile practically without stopping.*

Heavy-Duty Cleaning Equipment

GENERAL  ELECTRIC

GENERAL ELECTRIC COMPANY, Dept. 22-4404
1285 Boston Ave., Bridgeport 2, Conn.

Without obligation, please send complete details on heavy-duty cleaning equipment.

NAME.....

FIRM.....

ADDRESS.....

CITY..... STATE.....

To help beat today's
rising maintenance
costs send coupon
at left for information
about theater
heavy-duty cleaners.
Write today.

edly be achieved through elimination of certain models using a high proportion of critical metals and increasing unit capacities in others. It is expected that this will permit production of a substantial volume of equipment.



A PRETTY MODEL illustrates the supreme comfort of American Seating Co.'s Bodiform Retractor theatre chair with a back curved to fit body contours and spring-arch construction cushions.

Toledo Rubber Adds Floor Space

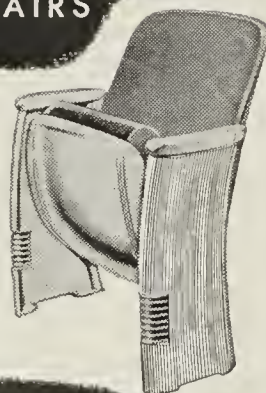
WHITEHOUSE, O.—According to a recent announcement, the newest and most modern floor mat assembly plant in America has just been completed here by the addition of 10,000 square feet of floor space which will be used by Toledo Rubber Products Corporation for the manufacture of colored rubber link floor mats and plastic link floor mats.

These products will be sold exclusively by American Mat Corporation, Toledo, D. W. Moor, Jr., vice-president of Toledo Rubber Products Corporation and president of American Mat Corporation, revealed.

AMERICAN BODIFORM THEATRE CHAIRS

More Comfort
More Beauty
More Durability

Empty seats automatically assume three-quarter safety-fold position. Low house-keeping cost. American design and superior materials insure years of extra service. Write for color folder.



AMERICAN SEATING COMPANY

Grand Rapids 2, Michigan • Branch Offices and Distributors in Principal Cities

OUTDOOR THEATRES are adding

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Kodak Apparatus Said To Stop Dust On Motion Picture Film

ROCHESTER, N. Y.—A new method of determining the electrostatic charge on motion picture film may help projectionists, both amateur and professional, in winning the battle against dust.

Dust particles, attracted to film when it becomes charged with static electricity, have long been an enemy of the motion picture projectionist. For one reason, a dust speck is magnified hundreds of times when it appears on the screen. However, new apparatus and techniques developed by Eastman Kodak Company scientists for determining the charge on film may lead to defeat of the problem.

Since motion picture film—or any photographic film, for that matter—becomes electrified when rubbed or passed over rollers, the electrostatic charges which are generated attract dust and dirt particles to the film. The same thing happens when a comb is stroked rapidly through the hair. The comb attracts small particles of paper or dust by its electrostatic attraction.

The new device developed by Kodak scientists is designed to measure accurately the electrostatic charge on photographic film. By using the apparatus, it is said that researchers can study properties of various materials used in film rollers to learn how much the film is electrified.

In addition, the new charge-measuring device has been used to show that film receives varying charges from different film cleaning materials. Dry velvet, for example, does not appreciably change the charge of certain types of films when rubbed on either the emulsion or support side. Velvet wetted with carbon tetrachloride will hold the film at a constant charge when rubbed on the emulsion side. However, when it is rubbed on the support side, the film is almost completely discharged—and, thus, less likely to attract dust particles.

Riffle Wins Motiograph Post

CHICAGO—According to a recent announcement, Frank H. Riffle has been appointed to the post of Chief Sound Engineer at Motiograph. He will be in full

charge of research, development, and electrical engineering activities.

Riffle brings with him more than 20 years of experience in theatre sound engineering work, during which time he demonstrated unusual ability in all his endeavors. While serving with the Signal Corps during the last war, he attained technical supervision of this country's largest over-



FRANK H. RIFFLE

seas radio station.

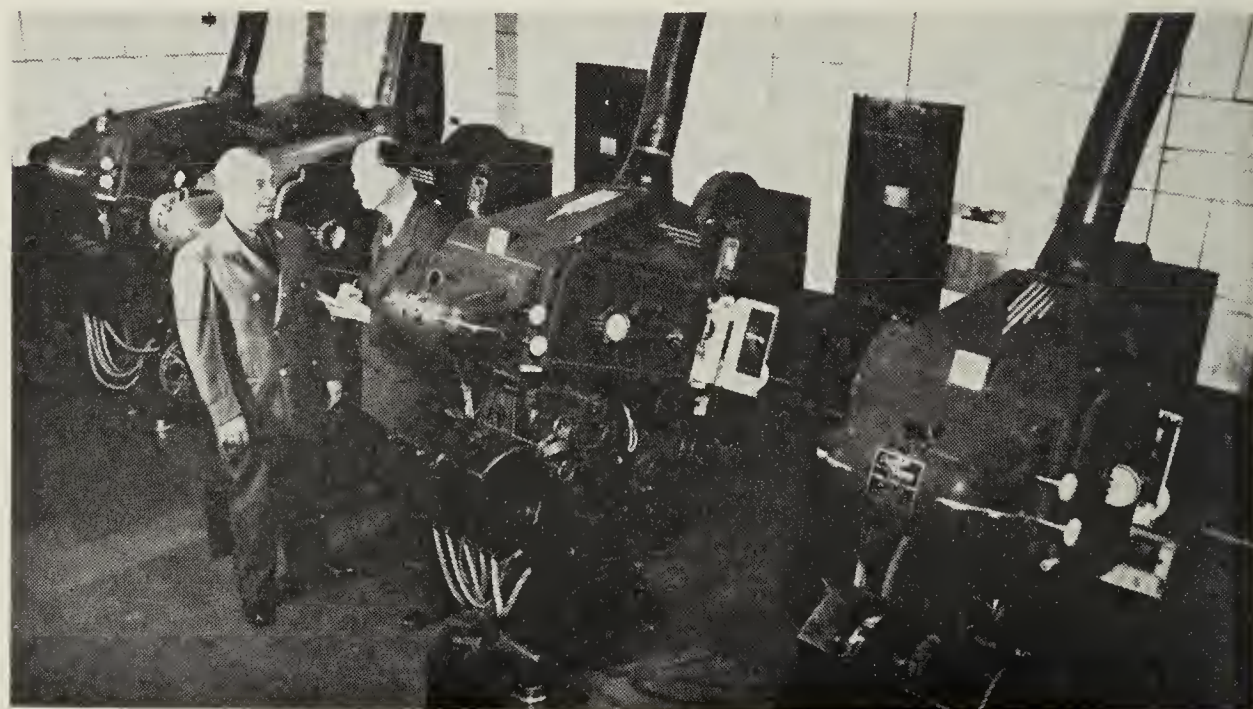
He is thoroughly familiar with the maintenance and operation of Motiograph sound equipment. Under his guidance Motiograph standards for quality products will be maintained and enhanced.

Park Avenue Has Bomb Shelter

NEW YORK—When the Park Avenue reopened here December 21, 1950, for the New York premiere of Metro-Goldwyn-Mayer's "Stars In My Crown," it was the first theatre in the United States to have its own bomb shelter. Specifications were prepared for a bomb-proof shelter, 50 feet below street level, with direct passage from the house premises.

The shelter, which has been approved by the New York City Civil Defense organization, is marked with official air raid directions and will accommodate 1,500 persons. It is completely air conditioned and is provided with first aid and other rescue equipment.

RECENTLY INSTALLED AGAIN in Radio City Music Hall, N. Y., four Simplex projectors (now the new X-L type) are discussed by Charles E. Muller, left, chief projectionist, and Arthur E. Meyer, vice-president in charge of sales, International Projector Corporation, manufacturer.



Renovated Elite Cinema Pleases Indian Patrons

CALCUTTA, INDIA—Although re-opened in the latter part of 1948 by Western India Theatres, Ltd., detailed information and photographs of the completely remodeled Elite Cinema here have only recently been made available.

In spite of the fact that the new structure has been built on the foundations of the old premises, both the exterior and interior have been entirely changed and modernized, under the capable direction of J. B. Fernandes, chartered architect and interior decorator. The late M. A. Riddley-Abbott of Abbott & Davis also assisted in the job. The latest developments in theatre design, modern architectural trends, and up-to-date facilities for luxurious comfort have been incorporated to make the Elite a fine picture house.

The front elevation is featured by massive terra-cotta panels broken by a series of vertical flutings. The marquee spans the full length of the entire facade. The mellow buff coloring, surrounded by ivory flutings, gives the entire frontage an impression of the quiet, pleasing atmosphere inside.



VERTICAL FLUTINGS break the broad terra cotta panels on the beige front. Marble facing of the John d'Azure type has been used below the marquee, which runs the entire length of the facade.

The approach to the entrance is invitingly lighted, painted and decorated. A few steps lead up to the lobby, panelled and floored in marble, with five reception counters. The ceiling is an outstanding feature, where concealed lights flood the lobby with delicately diffused light and colors.

Swing doors of etched glass and metal welcome patrons inside. Those who prefer the ground floor seats enter from the extreme left and right. The marble staircase sweeps to the soda fountain, the lounge, balcony, and dress circle.

Simplicity is the keynote of the auditorium. The soft pastel shades of light orange and primrose merging into a blue ceiling are soothing, yet lively and warm. The vertically treated sidewalls with their diffused lighting rest on a horizontal banded base. An ornamental scalloped pattern keeps away from view the huge air-conditioning duct running along the entire length of the auditorium. The horizontal bands lead the eyes on to the beautiful relief panels near the stage.

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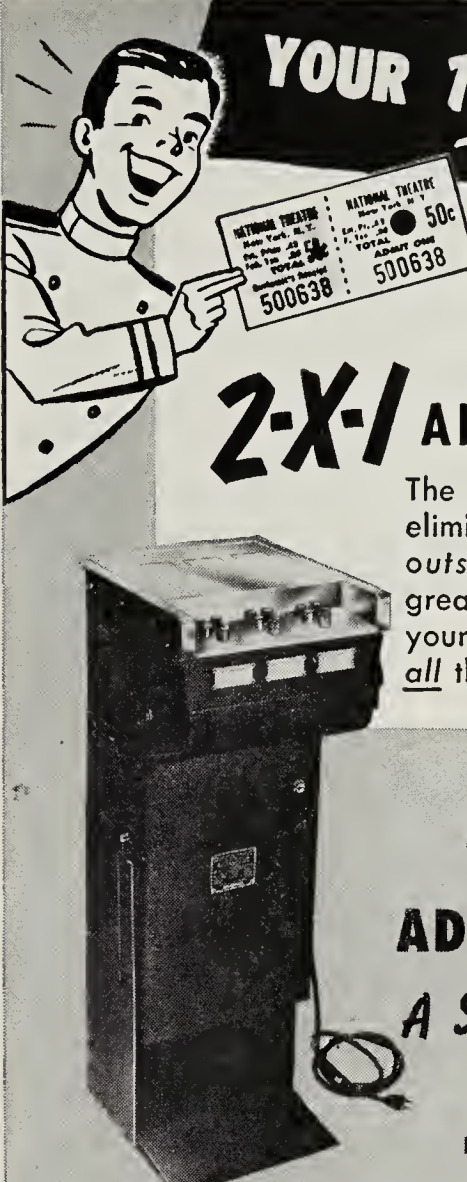
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Theatre Trade Report Points Up Urgent Need For New Stage Equipment

Poor theatres, not poor films, are largely to blame for slumping receipts, according to recent trade reports. "Improve the physical theatre," say the experts, "and you improve the 'take'."

There's no better place to start remodeling than on the stage, where outmoded equipment is not only a financial hazard, but a safety hazard, too.

But before you replace curtain controls and tracks, make certain that the replacement equipment will meet your requirements, and really do the job you expect it to do.

The best way to make sure is to get sound, free advice from Vallen, Inc., first. Send your stage measurements and specifications to this 35 year old firm for suggestions you'll find both practical and economical.

Write to Vallen, Inc., today. More than one-third of a century of stage engineering experience stands behind the suggestions Vallen will send your way.

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The equipment itself, supplied by Westrex, is the latest of its kind to be imported into India—a guarantee of faithful reproduction of voice and music.

Painters Outfitted In Tuxedos For Work On N. Y. Park Avenue

NEW YORK—A clever exploitation stunt was recently staged here by Joseph Steiner, managing director, Walter Reade Theatres, during the refurbishing of the Park Avenue. He borrowed a white British Jaguar convertible automobile from a nearby dealer, and dressed up four of the painters working on the house in tuxedos.

One morning the convertible was driven



GARBED elegantly in formal clothes, the four painters attract considerable attention from passersby as they pose in front of the house.

up to the theatre, and four handsomely attired painters alighted with their familiar paint pots and brushes. They then proceeded to pose at the entrance to a false front which had been erected. The amused attention of all bystanders was, of course, directed to the idea that the Park Avenue is such a luxurious theatre that even the painters work in dress suits.

RCA Makes Personnel Shifts

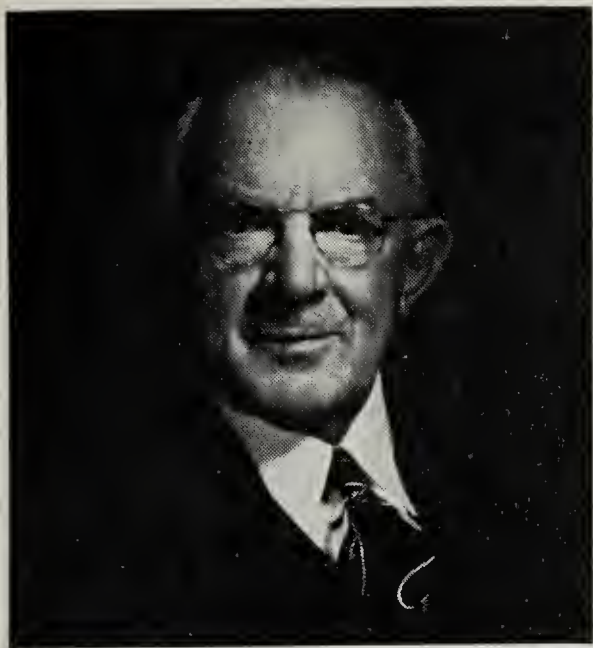
CAMDEN, N. J.—According to a recent announcement, Theodore A. Smith, who for the past five years has headed the sales activities of the RCA Engineering Products Department, has been appointed Assistant General Manager of the department.

In his new post, Mr. Smith takes over the duties of W. Walter Watts, Vice-President and General Manager of the Engineering Products Department, who has been granted a leave of absence to serve with the Defense Production Administration in Washington.

At the same time, the appointment of A. R. Hopkins as General Sales Manager of the department, was announced and that of Barton Kreuzer as General Product Manager.

SUBJECT OF ATTENTION on the part of electronics officers is the General Precision Laboratory's Videofilm Theatre Television System during a recent demonstration in Washington, D. C. The equipment may be used for training films and the entertainment of troops. Shown (l. to r.) are: Gen. K. B. Lawton, Col. C. S. Stodter, Lt. Col. R. W. White, and John Sims, GPL executive.





AWARDED the 1950 progress medal of the Photographic Society of America recently, Dr. Lloyd A. Jones is head of the physics department at the Kodak Research Laboratories, Rochester, N. Y.

National and Allied Confer On Theatre Tele. Questions

NEW YORK—Ways and means of assisting exhibitors to appreciate fully the new horizons for showmanship and profit possibilities which theatre television offers were discussed at a conference recently between Trueman T. Rembusch, president, National Allied, and representatives of National Theatre Supply.

At the meeting, held in Indianapolis, National was represented by W. J. Turnbull and J. E. Currie from the company's executive offices in New York and B. N. Peterson, Indianapolis branch manager.

The new GPL Videofilm Theatre Television System, recently introduced by National Theatre Supply, has already been received with tremendous enthusiasm, and the company reports that hundreds of requests for detailed information have been made by exhibitors. The new system is sold through National's 29 branches from coast to coast.

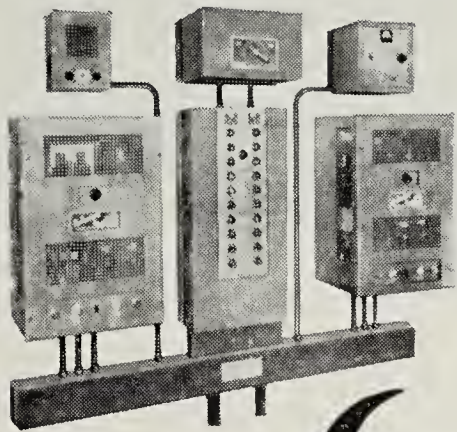
GPL Theatre Tele. Showing

PITTSBURGH—The first public demonstration of the GPL Videofilm Theatre Television System was held here at the Fulton recently. A detailed story will appear in the next issue of PHYSICAL THEATRE.



RECENTLY named Chief Engineer of General Precision Laboratory, William P. Short will supervise production of GPL electronic and optic equipment developed by firm's research division.

MEMO: To the Hundreds of Drive-in Theatres using BALLANTYNE'S MX AMPLIFIER SYSTEMS



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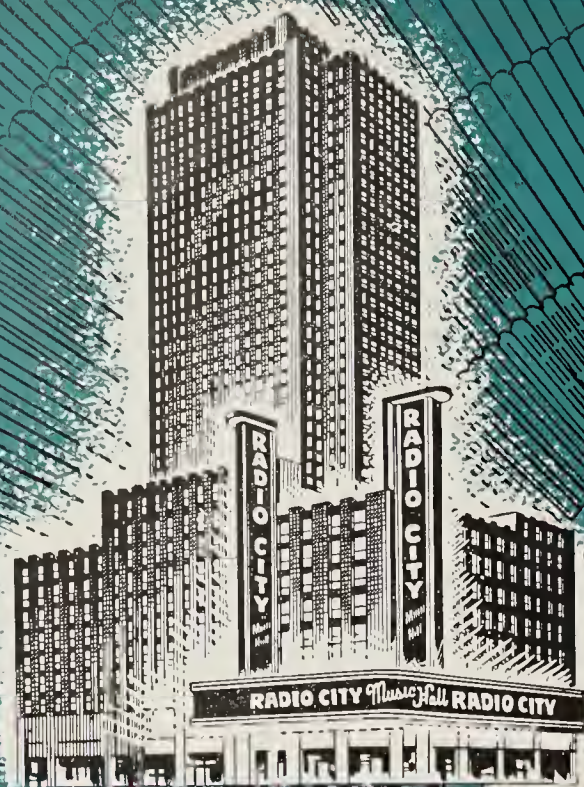
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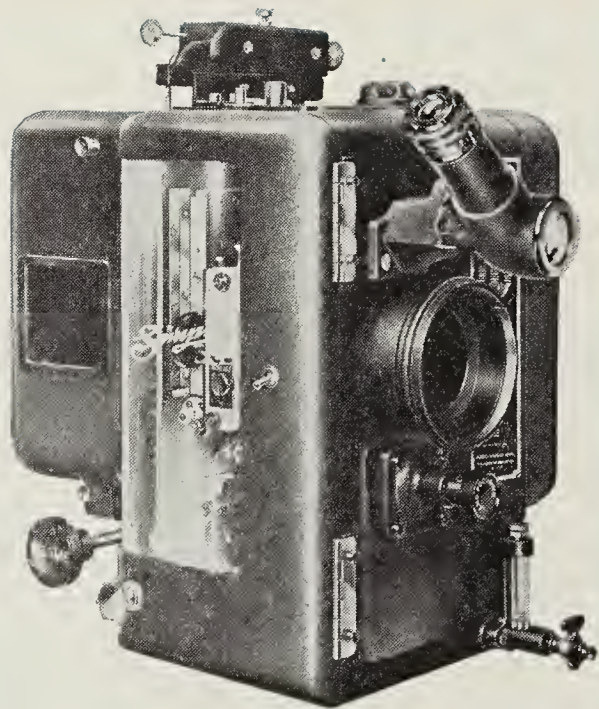
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NEWS OF THE

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BRANCHES

Atlanta

The fourth annual convention of the Motion Picture Theatre Owners and Operators of Georgia to be held at the Biltmore Hotel on May 13-14-15, recalls the meeting at which the organization was founded four years ago, largely through the efforts of J. H. Thompson, Hawkinsville. Organization of the MPTO of Georgia was perfected at a meeting in January, 1947. Thompson was elected the first president, and other officers were O. C. Lam, Rome, vice-president; E. D. Martin, Columbus, vice-president; John Thompson, Vidalia, secretary, and R. E. Martin, Sr., Columbus, treasurer. A native of Mississippi, Thompson obtained his early schooling there. After finishing school, he went to Memphis to work, and finally to Chicago. Always attracted by the theatre, he went to Dallas to become associated with the Old Mill. Several months later, he was employed as a special representative. While still associated with Fox, he bought the old Hawkinsville from Mrs. F. L. Liggett. Later, he bought houses in Cochran and Eastman, and by 1935 his circuit included eight theatres. Thompson and the late R. E. Martin, Sr., Columbus, formed Martin and Thompson Theatres in 1935, and today the circuit consists of 18 theatres in various parts of Georgia.

H. L. Long is new owner, Joy, Saltillo, Tenn. Former owner was H. R. Deaton. . . . The Sundown Drive-In, Paris, Tenn., opened. The Paris Drive-In, Paris, Ark., also reopened, and the Rockwood Amusement Company, Nashville, Tenn., reopened its Skyway Drive-In, Humboldt, Tenn.

The question of whether a drive-in may be erected in the northwest section of the city came before the country zoning board in Gainesville, Fla., when C. K. Hammon renewed his request for a building permit. Board secretary Claude Franks was asked to prepare a petition, which will be carried to the owner of property adjoining that of Hammon. After the petition has been circulated, it will be returned to the board.

In Orlando, Fla., a trailer and car crashed into the Vogue, bringing down the marquee.

Branch manager Towler, Lippert, was host to his sales force at the Variety Club, where the sales meeting was held.

Visiting and booking were: R. E. Hook, Hook's Theatres, Alabama; Mack Jackson, Strand and Jackson, Alexander City, Ala.; Ernest Ingram, Lineville, Lineville, Ala.; Bill Griffin, Cullman Amusement Company, Cullman, Ala.; John Gaither, Heflin, Heflin, Ala.; John Moffitt, Alabama; Mr. and Mrs. Roy Mit-

chell, Mountain, Stone Mountain, Ga.; P. L. Taylor and A. L. Bishop, Bishop Theatres, Columbus, Ga.; Branson James, Royce, Royston, Ga.; W. R. Boswell, Union, Union Point, Ga.; W. M. Snelson, Co-At-Co Theatres, Toccoa, Ga.; Jay Soloman, Chattanooga, Tenn., and R. D. Page, Lyric and Maury, Mount Pleasant, Tenn.

Fred Coleman, owner, East Point Amusement Company, East Point, Ga., was celebrating his wedding anniversary.

The Motion Picture Theatre Owners and Operators of Georgia recently inaugurated a monthly sales program intended to help promote and educate exhibitors in the various phases and the proper use of all types of motion picture advertising. Emmett Grimsley, manager, Thompson, Hawkinsville, Ga., a Martin and Thompson house, was the principal speaker for the March meeting on "Selling Motion Picture Entertainment to the Public." Considerable praise was heard after Grimsley's talk.

MGM southern division sales manager Rudolph Berger, Washington, D. C., took a week out of his vacation at Fort Lauderdale, Fla., to install H. Russell Gaus as branch manager of the local exchange.

Charlotte

Al Bondy, general manager, science reels, General Electric Company, visited Astor. . . . Bob Turnbull has been appointed manager, National Theatre Supply. . . . Mr. and Mrs. Mitchell Little, office manager, Republic, spent Easter in Shelby, N. C. . . . The Variety Club was host to members, wives, and friends on Easter eve, handing out corsages to the ladies. . . . The Buffalo, Buffalo, S. C., was destroyed by fire. Owner is R. L. Wilburn. . . . The Raeford Drive-In, Raeford, N. C., will open on April 7. Owner is V. D. Lowder. . . . Hal Keeter, manager, ELC, is improving after several weeks illness. . . . R. L. Wilburn,

Buffalo, Buffalo, S. C., has taken over management of the Pacolet, Pacolet Mills, S. C. . . . Mr. and Mrs. Bob Pinson, Astor, spent Easter in Charleston, S. C.

In visiting and booking were: H. S. Everett, Roper, Roper, N. C.; H. A. Ratteree, Matthews, Matthews, N. C.; Mr. and Mrs. Howard Anderson, Anderson Theatres, Mullins, S. C.; C. B. Roebuck, Hamilton, Hamilton, N. C.; J. H. Highsmith, Trio, Robersonville, N. C.; E. J. House, Marion, Oasis, House, Marion, N. C.; J. G. Wellons, Skyview Drive-In, Fayetteville, N. C.; Morris Littman, Sylvan, Rutherfordton, N. C.; Tom Gibson, Scotland, Hibson, Laurinburg, N. C., and C. Prosser, New, Johnsonville, S. C.

Memphis

When the third in a series of Eagle Lion Classics regional sales meetings was held in New York, and the southern division branch managers convened at the ELC home office. Among those who attended were: Jake Lutzer, Dallas; Grover Parsons, Atlanta; George Pabst, New Orleans; Jack Frye, Charlotte; William Lewis, local head, and Claude York, Oklahoma City.

Norman J. Colquhoun was named branch manager, Columbia, succeeding the late Herman Chrisman, who died several weeks ago. At one time Republic branch manager, Colquhoun was last with Eagle Lion Classics in Dallas.

New Orleans

Giddens and Rester opened their new drive-in, the Airshore, Mobile, Ala. . . . Lewis Watts, Oil City, La., remained for a visit after attending the board of directors meeting of Allied Gulf States. . . . O. C. Shannon, Idle Hour Drive-In, Yazoo City, Miss., visited with his buyer and booker, J. G. Broggi, to make arrangements for his reopening. He was formerly manager, Paramount-Richards, Inc., drive-in, Pensacola, Fla.

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It gives you the best balanced, most complete tonal range—a guarantee of life-like reproduction, delicate shadings of voice, musical qualities never before approached, uniform sound level throughout the theatre.

14 models for indoor theatres from 500 to 5,000 seats and drive-ins from 200 to 1,000 cars or larger.

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Armand Portie left his post as booker for United Artists to join the MGM staff in the same capacity. Ann Dufour who has been on UA's payroll for many years as assistant booker, stepped in as head booker. Joyce Freeling, clerk, was promoted to booker's stenographer, and Jane Comeaux, a newcomer, took over Miss Freeling's activities.

Henry "Smitty" Smith, National Theatre Supply, checked in after a motor trip to Nouma, La. . . . Arthur Lehman, Canton and Jackson, Miss., visited.

The lure for the anglers was the beautiful bayous, which, with the fishing season in prime, are stocked with perch, sac-a-lait, and striped bass as evidenced by the haul brought in by "Wee Willy Fisherman" Bill Cobb and his fishermen three, Milton White, Ralph Reed, and Joe Silvers.

Milton Overman, Eagle Lion Classics exploiteer, was in for special treatment of "Mr. Universe," Joy. . . . L. C. Montgomery and family Easter holidayed at their Black River plantation near Jonesville, La.

Among the exhibitors who made a special trip here for 20th-Fox's showing of "You're In The Navy Now" were Ed Ortte, Gulfport, Miss.; Nick Lamnatia, Bogalusa, La.; Arthur Lehman, Canton, Miss.; John Harvey, Oberlin, La.; Lewis Watts, Oil City, La.; L. E. "Jack" Downing, Brookhaven, Miss.; J. D. Gonzales, Arnaudville, La.; Joseph A. Varcelona, Baton Rouge, La.; Jack O'Quinn, Kaplan, La.; C. B. Hardy, Rayne, La.; Don Fiske, Oak Grove, La., and Lake Providence, La.; Charles Waferrall, Prichard, Ala.; Robert Molizon, Norco, La.; Hop Bruno, St. Joseph, La.; Sam Jackson, Flomaton, Ala.; F. G. Pratt, Jr., Vacherie, La., and Harold Dacey, Lockport, La.

Milton Aufdemorte replaces Foster Hotard as office manager, Paramount. Hotard left for an Army Air Force base. Also leaving are Calvin, Jr., and Alfred, sons of Calvin Johnson, head shipping clerk, to be processed for assignment to air force duty.

C. B. Hardy and son, Bobby, Arcadia, Rayne, La., visited with Hoy Theatres, Inc., as did Mrs. Sadie Gremillion, manager, Joy, Cottonport, La.

Among the members of Allied Gulf States who participated in the mid-morning film clinic, a special feature of the board of directors meeting and luncheon, were: Sam Jackson, Flematon, Ala.; Don Fiske, Oak Grove, La., and Lake Providence, La.; L. D. "Jack" Downing, Brookhaven, Miss.; Nick Lamantia, Bogalusa, La.; Milton Guidry and E. R. Sellers, Yam Drive-In, Occluses, La.; L. C. Montgomery, Joy, and Harold Bailey.

Two men were arrested at Opelousas, La., last fortnight for damaging speakers and underground wiring at the Yam Drive-In, owned by E. R. Sellers.

G. Y. Harrell, Manley, Inc., was off again on an extended road trip.

Florida Miami

Theatres in the area gave the public little chance to forget the Easter season with James Maury, Boulevard Drive-In, and Franklin Maury, Miracle, both arranging mammoth egg hunts with over 1000 eggs concealed at each of the theatres. . . . Latest addition to Wametco, the 1500-seat Gateway, Fort Lauderdale, Fla., opened with "Up Front." . . . Managers of the Gables, Boulevard, Coral, Dade, Shores, Cinema, and Regent distributed Easter corsages to the first 100 women at each theatre.

Paul Bryan, former traveling showman and theatre owner was confined to the hospital. . . . Louise Matthews, secretary, Monogram, is back after a vacation spent in Thomson, Ga. . . . Miss Katie Evens, accounting department, Realart, is back after a vacation in Charleston, S. C. . . . The best to Emory McEven, K and B Soda Company, on his 11th anniversary on The Row. . . . M. Maddox, Senoria, Senoria, Ga., and the Dunn boys were in to book.

Georgia Waycross

Southern hospitality will be pushed to new heights for the world-premiere of Robert Stillman's "Queen for a Day" at the Lyric on April 14, with the entire town turning out. The entire city, spearheaded by the Chamber of Commerce, and reaching all citizen, business, women's, and even school groups, are planning a parade, a gala banquet with guests from every corner of the state, and a special "Queen for a Day" contest. A climactic event will be a grand ball in honor of the winning "queen," with the whole town invited.

Mississippi Biloxi

Easter sunrise services were held at the Lake Drive-In by Jackson County's Christ Lutheran Church, Pascagoula, Miss.

North Carolina Raleigh

The Joint Finance Committee of the legislature rejected a proposal to lower by \$50 the license tax for theatres seating 400 or fewer persons. The proposal, which would have saved small theatres an estimated \$8,000 a year, was offered by Representative Sam Worthington, Pitt, who said it would aid theatres in small communities having a hard time making ends meet. Representative Eugene Bost, Cabarrus, chairman of the committee, said, however, that he had been informed that the theatre interests themselves are opposed to the reduction, and that Harry Buchanan, legislative representative for theatre owners, had told him that an agreement had been reached on the matter among the theatre operators.

A bill was introduced in the legislature which would force all theatres in Winston-Salem and Forsyth County to

close during church hours on Sunday. The measure introduced by Senator Irving Carlyle, Winston-Salem, is aimed at suburban drive-ins which now present Sunday night shows during church hours while theatres in Winston-Salem are prohibited from such showings by a city ordinance. The bill would prohibit any Sunday movies in Forsyth County except during the hours from 2:30 to 6 p.m., and from 9 to 12 p.m. Senator Carlyle said many of the protests came from residents of the area surrounding the Skyview Drive-In. Senator Carlyle said he had no intention of withdrawing the measure unless church leaders who petitioned against Sunday night shows agreed to such a procedure. Forsyth County drive-in operators countered with a suggestion that they would be willing to stop showing Sunday movies entirely in the suburban and rural areas if the Winston-Salem theatres would close their doors, too. Dan Drummond, part-owner, Flamingo Drive-In, said that under the bill before the legislature, drive-ins would get in only one showing on Sunday nights, that one to start after 9 p.m., and that the one show wouldn't be good from a business standpoint because most of the "family trade" would be lost. Drummond was a member of a delegation which went to Raleigh to confer with Forsyth County legislators regarding the bill. Others in the delegation conferring with the legislators were Roy Flinchum and Jim Booth, Waltertown Drive-In, and P. G. McGhee, Winston-Salem Drive-In. Under current Winston-Salem laws city theatres are permitted to give three showings on Sunday, two in the afternoon until 6 p.m., and one at night, at after 9 p.m. Meanwhile, a 34-year-old Forsyth County blue law has been uncovered which legal experts doubt could stop the showing of movies but which could halt popcorn and soda pop sales at drive-ins within a mile of Winston-Salem and Kernersville, N. C.

Spruce Pine

The showing of Sunday movies approved at two recent meetings of the town board of aldermen has been halted by a court injunction. The restraining order was obtained by several citizens, including Fred Dale, who resigned as mayor when the aldermen first proposed to permit Sunday movies. It names as defendants Frank B. Fortner, member of the board of aldermen, who first suggested that the Sunday movies be allowed, and Albert J. Canipe, appointed acting mayor after Dale's resignation.

Wilmington

Margaret Sheridan, RKO, reigned as "Queen" of the 1951 azalea festival.

Tennessee Knoxville

A board of censorship for Knox County, just outside of Knoxville, is authorized in a measure passed by the legislature.

Governor Browning signed into Tennessee Law a bill exempting film rentals from the state sales tax when the theatre pays the state's gross receipts tax.

NEWS OF THE

Territory

Chicago

Jack Kirsch, Allied Theatres president, who was severely beaten on the head by three bandits, was around in shape for the wedding of his son, Danny, at the Drake Hotel. The bride is the daughter of the banker and Twin Orchards Country Club president.

Lake Edwards opened his Starlight Drive-In, Paducah, Ky. . . . Attorneys Howard Levinson, Warners, and William Zimmerman, RKO, came to look into anti-trust suits pending against their corporations.

"Buck" Spalding, an owner of the Flora Amusement Company, Flora, Ill., was a candidate for mayor at this week's election.

The Miners, Collinsville, Ill., put in new sound equipment. . . . Olin J. Ingram opened his outdoor at Harrisburg, Ill.

John Moore, recent graduate from the University of Illinois, joined the State-Lake as assistant manager.

William Humphrey was transferred by Warners to St. Louis to take the newly created office management job. . . . Ray Carsky, B and K top staff, vacationed in Florida. . . . Robert Jones, MGM Southern Illinois salesman, resigned to go with United Detroit Theatres Corporation.

A leading dairy, sponsoring "Ma and Pa Kettle Back on the Farm," Chicago, awarded an acre of land for the best essay on "Why I'd Like To Go Back to the Farm." . . . Russ Utwetsky joined the Paramount sales staff. . . . Illiopolis Theatres, Inc., Illiopolis, Ill., was formed by Edward and Luella Griesheim and W. P. Roberts, with 150 common shares at \$100 and 50 par preferred at \$100. . . . Flora Amusement Company's 500-seat Town was opened at Flora, Ill.

The Rodgers Theatre Company, Cairo, Ill., upped adult admissions at its Rodgers, Carbondale, Ill. . . . Ben Elrod is on the job as the new Republic exchange manager. . . . The annual meeting of the Quincy Theatre Company was held at Quincy, Ill. Among those who attended were: Chicagoans Dave Wallerstein, president, Publix Great State Circuit; Elmer Upton, secretary-treasurer, and Duncan Kennedy, general manager.

The Marbro and the Uptown are running circus matinees, with clowns, acrobats, etc., but no animals. . . . George W. Martin was made manager, Capitol, McLeansboro, reopened after improvements. . . . Elwanda Mickey is a new addition to the Monroe staff. . . . Vince Shomaker, Centralia, Ill., bought a half interest in Triangle Film Company, St. Louis, from Cliff Mentle. . . .

Sam Levinsohn, head, Chicago Used Chair Company, took off on a Florida vacation.

B and K paid a \$1.75 common dividend as of March 27, and set the annual stockholder's meeting for April 27. . . . Pete Henry, Capitol assistant manager, joined the army. . . . Fred Bieyer, Jr., resigned from the Frisina Amusement Company to take the management of the Bond, Greenville, Ill.

Harry Goldberg resigned after many years with Henri Elman Enterprises, and left with his wife for a southern tour. . . . Edward Jovan, assistant to his father, James N. Jovan, Monroe owner, joined the army, and is now receiving training at Camp Leonard Wood, Mo.

Jack Hunt, Twin Open Air manager, spent the winter at his home in Sarasota, Fla.

Ralph Peck, theatre publicist, was made publicity chief, Community Fund. . . . A bankruptcy hearing involving Tele-Movie Pictures, Inc., was attended by about 200 mothers who had hoped to see their children launched on movie careers.

The location of the 400 boxoffice is unique in that it stands on the sidewalk several feet from the entrance. This is accounted for in part by the fact that several years ago, when the property occupied by the theatre was laid out, the sidewalk was made about 50 feet wide. . . . Verne R. Langdon is now directing the Manor. . . . William Hollander, B and K vice-president, is in charge of the motion picture fund drive for the Illinois Cancer Society.

Dallas

The Osage Drive-In, Corpus Christi, Tex., went "dark" when it was discovered that lenses from the two projectors had been stolen. A \$500 reward was offered to anyone apprehending the thief. . . . In Sherman, Tex., H. E. Hardgrave, manager, Texas-Ritz-Plaza Theatres, announced that moviegoers had contributed \$794.39 to the polio fund. . . . In Fort Worth, Tex., Harry Gold, manager, Palace, suffered a stroke, but was reported resting comfortably at St. Joseph's Hospital.

Denver

Warren West, booker, Metro, switched to Republic where he will be office manager-booker. He succeeds Doris Wille. The Metro job was taken over by Frank Carbone, head shipper, Roy Carlson moving from assistant shipper to head shipper. . . . Weather permitting, the new Lakeshore 1,000-car drive-in being built by Civic Theatres should be open in two weeks.

Fox Intermountain Theatres held a spring two-day city managers and theatre managers, and entertained exchange managers, office managers, and salesmen at a dinner at the Albany Hotel, with Ray Davis, northern district manager, as master of ceremonies, and Frank H.

"Rick" Ricketson, Jr., president of the theatre company, making a short talk.

The South and West Drive-Ins, Wolfberg, were used as churches for Easter sunrise services, preceded by all-night shows. Other drive-ins in the territory were used for sunrise services. . . . Two empty offices on Film Row set a record for quite some time. The latest to move was a saw company, with Realart changing locations some weeks ago. . . . Seen on Film Row were: Mrs. Leon Coulter, Loveland, Colo.; Floyd Biggers, Scottsbluff, Neb.; Robt. Adams, Casper, Wyo.; George McCormick, Canon City, Colo., and John Roberts, Fort Morgan, Colo.

Des Moines

The House of Representatives passed, and sent to the State Senate, a bill to set up a code governing construction of theatres and other buildings used by the public.

Kansas City

The Kansas-Missouri Theatre Association set April 5 for the one-day meeting of the group in Kansas City. Edward Kidwell, Lawrence, Kans., was named convention committee chairman.

D. J. Melamed, treasurer, Eagle Lion Classics, announced the appointment of Daniel Rosenberg as traveling field representative. Rosenberg was formerly Kansas City cashier.

A bill to abolish the state censor board was killed in a committee of the legislature.

Los Angeles

Sherrill Corwin, Metropolitan Theatres prexy, journeyed to New York to set up a distribution deal for his "The Man From Planet X." Robert I. Kronenberg, head, Manhattan Films International, announced that a deal has been set with Paramount Theatres whereby "Manon" will run in the first-run St. Francis, San Francisco. . . . Harry Novack, former shipper, RKO, has been elevated to the post of booker, replacing Leo Jensen, transferred to the San Francisco branch as sales manager.

Bert Bornstein, Exhibitor's Service, was another flu victim. . . . Popcorn is becoming big business in Europe, according to Willard Muller, Washington, D. C., who visited the Hunt Popcorn Company recently. Muller represents large theatre interests on the Continent, for which he buys popcorn in thousand bag lots.

Harry Goldfarb's Bay, National City, Cal., has been completely renovated with the installation of new Ashcraft Super-Hi lamps, Heywood Wakefield chairs, Cycloramic Screen, new carpet, marquee, etc. Equipment was furnished by B. F. Shearer Company, currently installing new carpets, chairs, etc., at the Linda, Linda Vista, Cal.

Edwards Circuit's Cameo and Cairo closed recently, as did Lou Federici's Avalon. . . . Foster Blake, U-I western sales manager and Barney Rose, district manager, visited.

A new 1000-car, twin-screen drive-in for San Diego, Cal., being built there, is to be equipped by the B. F. Shearer Company, which is installing Motiograph equipment, including the five-inch speaker. The theatre, owned by T. R. Tanner, is expected to open about June 1.

Ed Berenson, Cinema Distributors and Lux, returned after visiting Kansas City and New York. . . . Bess Emanuel, Sutter, San Francisco, visited as did Harry Goldfarb, Bay, National City, Cal. Another out-of-town visitor was Ellis W. Levy, Telenews Theatres, San Francisco.

The final week of the three-month plus engagement of "Trio" at the Beverly Canon was augmented by the addition of "Quartette." "Kon-Tiki" is now set for a lengthy engagement at the same house, according to Greg Carter.

At Lodi, Cal., Dave Reese returned to manage the Sunset, a T and D Enterprises house. He had managed the local State and Lodi for four years until both were sold to Fox West Coast Theatres, when he went to Berkeley, Cal., to manage T and D theatres there.

Los Angeles, joined in the series of key city celebrations for "Doris Day's Day," set to coincide with engagements of "Lullaby of Broadway." Escorted by army, navy, air force, and marine representatives, Miss Day appeared before the Board of Supervisors to be presented with an official resolution bestowed upon the singing star in recognition of her rise to prominence, typifying the opportunities which exist under a free government, and because of her contribution of time and talent to the armed forces in camps and hospitals.

Milwaukee

Noonday Holy Week services were held under the auspices of the Synodical Conference Lutheran churches of Milwaukee County at the Davidson. Up at Green Bay, Wis., downtown services were held at the Strand. . . . For "Three Guys Named Mike," the Gateway, Kenosha, Wis., and the State, Beloit, Wis., ran an item within their newspaper ads, containing a dozen or more names of local people, each owning Mike as first name. Each one was asked to be a guest.

Russ Leddy, Orpheum, Green Bay, Wis., is using a personal touch in his newspaper ads. He writes something in the nature of a homespun letter.

Steps have been taken toward the formation of a Parent-Teacher association in Manitowoc, Wis., at a meeting of some 125 parents and teachers in Woodrow Wilson Junior High School. Sparking these rallies has been Manitowoc School Superintendent Angus B. Rothwell. It is anticipated that exhibitors will carry the ball from there on.

At the Palace, Rudy Koutnik, came through with a campaign on "Al Jennings of Oklahoma" that paid off.

At a meeting attended by a number of Upper Peninsula's Houghton County's school people in the Kerredge office, it

Lew Herb Again Reports On L. A.

(During his west coast travels, EXHIBITOR representative LEW HERB records the local scene.—Ed.)

Our next calls took us to the supply houses. The local branch of National Theatre Supply is headed by Lloyd C. Ownbey, who started here with National in 1928 under "Count" De Stefano, who now handles the Kansas City branch. Ownbey was transferred to San Francisco, where he put in seven years, returning home to take over the management of this store. M. B. Smith, better known as "Bundy," assists Ownbey in the operation, and is the studio contact. The sales crew includes Harry Plunkett and Jack Hessich. Sam Aspass serves as office manager, and Bob Berretta handles counter sales. Oscar Oldknow, company executive vice-president, also makes his office here.

Across the street, we dropped in next at the B. F. Shearer Company store, one of the coast units operated by B. F. Shearer. In the business 36 years, Shearer migrated originally from Illinois to Billings, Mont., where he opened his first store, serving Montana and the Dakotas, and about six years later moved to Seattle, where he opened the first of his present stores, serving the



LEW HERB

was decided that a film concerning the atom bomb would be shown to the school children as a public service contribution of Fox Wisconsin in the district. "You Can Beat the 'A'-Bomb" was shown 12 times in all.

Minneapolis

Record snowfalls and storms, which closed roads and kept many farmers from coming into town, put the skids on boxoffice receipts at many theatres in the Upper Midwest. At Beulah, N. D., when all roads leading into the town were blocked by snow, the feature attraction was "No Way Out."

Independent exhibitors in the vicinity of Crookston, Minn., and nearby communities met to discuss admission prices and business conditions. The meeting was called by C. L. Hiller, Crookston. Attending were Wright and Hadley, Bagley; C. F. Vondra, Mahnomon; J. R. Ullman, Ada; P. E. Snyder, Warren, R. S. Hanson, Fertile; L. V. Danielson, Fosstown; A. A. Bellyment, Ulen; Joe DuFault, Oklee; Gordon Prestebak, Gonvick, and Mrs. E. Shallet, McIntosh, all in Minnesota.

Iowa-Nebraska Allied will honor Ben Berger, president, North Central Allied, at a testimonial banquet at Des Moines on April 11 as a tribute to his victory over ASCAP in ending the collections of a so-called music tax in theatres. The dinner will be the climax of a two-day

west coast area. He also has several theatres in the Seattle-Portland area, and, in addition, manufactures the Starke Cycloramic custom screen, installed in many theatres all over the country. In addition, he carries a complete line of theatre equipment, including Motiograph sound and projection equipment, Heywood-Wakefield Chairs, Cretors Pop-Corn machines, etc. The crew is headed by Barclay M. Ardell, assisted by Ed Budd, Henry Grussing, Stanley Lay, L. F. Abbott, and Don Grieves.

Another supply firm here is Pembrex Theatre Supply, headed by Louis M. Wutke, who formerly had the L. M. Wutke Projection Equipment and Maintenance Company, which consolidated with the old Breck Photo Supply several months ago. This organization handles many well known brands of equipment, and specializes in drive-in installations. Included among the brand names are the well-known Ballantyne Company and Century lines. The rest of the crew includes Earl Graff, J. E. MacGinri, and Earl McCarty.

The John P. Filbert Company, local RCA outlet, is one of the oldest supply houses in town, under the direction of J. Edward Miller since Filbert went into semi-retirement about six months ago. The crew includes John P. Filbert, Jr., James Doolittle, and Don McLaren. Miller was a former sales engineer with RCA, and had been with the company for 18 years prior to taking over this store.

The Kroehler Scat Company, under the direction of Herbert Jack, also maintain a sales office here.

convention of the unit at the Savery Hotel. Stanley Kane, NCA executive secretary, also has been invited to attend.

Minnesota Amusement Company expects to move from its present offices at 17 North Sixth Street to 1201 Hennepin Avenue about April 15. The circuit has bought the building, and is doing extensive remodeling. . . . Abbott Swartz, Eagle Lion Classics branch manager, and his brother, Don Swartz, Independent Film and Independent Poster exchange, are back from New York.

Benjamin R. Blotcky, Paramount branch manager, died suddenly on March 26, at the age of 58. He is survived by his widow, Frances; a son, Robert, and a daughter, Geraldine. A member of the Paramount organization for 29 years, Blotcky joined the company in 1922 as a salesman at the Minneapolis branch. He was appointed Minneapolis branch manager in 1937.

Theatre Investment Company is the new operator, Oxford, St. Paul, Minn., neighborhood house. Herbert Wogsland, former owner, is slated to enter the armed forces. . . . Ernest Schweiger, owner, Princess, Miller, S. D., purchased the Temple, St. Lawrence, S. D., three miles away, from Ross Bingham. Schweiger will use only a weekend change at the Temple.

The largest college motion picture sound stage in the United States is in

operation at the University of Minnesota. Part of the University's audio-visual education department, the movie section is engaged in the production of educational research films.

Oklahoma City

Holy Week services were conducted daily in the Criterion. . . . When the Theatre Owners of Oklahoma held its convention in the Biltmore Hotel, guest star was Debbie Reynolds, MGM starlet.

Fran Johnson, contact clerk, Paramount, was spending a few days with her son, Jerry, before he leaves for Japan. He is now stationed at Camp Polk, Louisiana. . . . Houston Burns, Opera House, Apache, Okla., has been fishing on Lake Texhoma. . . . J. L. "Jake" Guiles, Paramount booker, returned from Hot Springs, Ark., where he went through the Government Clinic.

Don Abernathy, Royal, Fairview, Okla., and the 89'er and Marsey, Kingfisher, Okla., purchased the Thomas Drive-In, Kingfisher.

The Home presented "Mr. Roberts," stage production. . . . Ernestine Fowler, former picture report girl at Paramount, was helping out at Video Theatres.

Stanley Kelly, son of Mr. and Mrs. Tom Kelly, Video, was home on furlough from his duties in the 45th, before leaving for Japan.

State visitors included: Ray Hughes, Kemp, Poteau; L. E. Brewer, Royal and Folly, Pauls Valley; Paul Campbell, Deal and Sun, Wynnewood; H. B. Lord, Moore, Moore; Don Abernathy, Royal, Fairview, and 89'er, Kingfisher; Mrs. Evelyn A. Falk, Roxy, Billings; Frank Nordean; Arcadia, Maud; Elmo Rankin, Elmo, Custer City; Ruby Jones, Ritz, Shawnee; Creal Black, Washita, Cordell; V. E. Hamm, Okla., Frederick; Jess Jones, Marcy, Kingfisher; L. A. White, Tech, Weatherford; V. A. Scott, Hollywood, Bokchita; Mrs. Ellerd Truman, Ritz, Blanchard; L. R. Creason, Palace, Eufaula; Mrs. Bess M. Wilkie, State, Harrah, and Virby Conley, Ellis, Perryton, Tex.

Omaha

The State tied in a video promotion for "The Mating Season." In conjunction with Hallicrafters, a \$411 television set was given away.

Branch manager William Gaddoni, MGM, transferred to Kansas City, was feted by exchange employees at a dinner party. . . . Row visitors included Mr. and Mrs. E. L. Bartak, Greeley, Neb.; Carl Harriman, Alton, Ia.; Woody Simek, Ashland, Neb.; Charles Lathrop, Neola, Ia., and Donald Johnson, Lynch, Neb.

Fred Stewart, Omaha projectionist, took a Florida vacation. . . . Donald McLucas, OA manager, visited in Des Moines. . . . The Corby was broken into by burglars.

A radio was given away in a "dumbest thing I ever did" contest conducted by the RKO-Brandeis for "Born Yesterday." . . . A benefit showing of "September Song" put \$3,000 into the Omaha cerebral palsy campaign chest after a benefit showing at the Paramount. . . . Stuart Engel is new student manager, Orpheum.

Portland

In spite of emphatic protests from theatre owners and managers, the legislature dumped the matter of daylight saving into the lap of Governor Douglas McKay, and Attorney General Neuner ruled that if but one adjoining state goes on daylight saving time, Oregon must also.

City manager Robert Anderson staged a special premiere on "Trio" with proceeds going to the Lions Club, earmarked for the "Oregon Society for Crippled Children." . . . Jack Matlack, Parker Theatres, was named show chairman, Oregon vacation exhibits. . . . Mr. and Mrs. Virgil R. Tuel purchased Linn, Brownsville, Ore., from Stewart Wallwho operated since 1947. . . . "King of Kings" showed at the Capitol, Walla Walla, Wash., under auspices of the Ministerial Association.

St. Louis

In Sullivan, Ill., extensive remodeling is being done to the Grand, 564-seater, owned by Lee Norton.

In Newton, Ill., Oleth Worthey assumed the duties of manager of the Star, a 400-seater, owned by Tom Price. He succeeds his son, Raymond Worthey, who had managed the house with his wife for 10 years. . . . Mr. and Mrs. Raymond Worthey resigned their positions with the Star to accept the management of the Olney Drive-In, Olney, Ill. Worthey will devote his time to the general duties of manager, while his wife has charge of the concessions. The drive-in, which has a capacity of 500 cars, was opened by H. E. Coen, Ribert Hill, and Clarence Young, Olney. Louis Mayer will serve as projectionist.

In Bridgeport, Ill., the Bridgeport Business-Professional Club sponsored a free show for the children at the Capitol.

Ronnie's Enterprises, is building the South Drive-In, Lemay and Buckley roads. . . . The 1000-car four-screen drive-in being erected on the St Charles Rock Road, St. Ann's Village, for the St. Louis Amusement Company is expected to open about the middle of April.

In O'Fallon, Ill., children of O'Fallon and the surrounding area up to 12 were invited to attend the big Easter party at the State. . . . A stage and screen benefit show will be presented at Fanchon and Marco's 5300-seat Fox, with all of the proceeds to go into a trust fund for the family of Patrolman Aloysius J. Nelke.

The funeral of Mary Virginia Grady (nee Siroky), a film inspectress for Columbia for the past year, was held. . . . Ray Parker, manager, Parker's Skyline

Drive-in, St. Louis County, is a candidate for mayor of Brentwood, Mo. In addition, he is kept busy arranging for the booking and buying for three drive-ins, Parker's Skyline Drive-In, Skyway Drive-In, Mattoon, Ill., and the Pevely Drive-In, Route 61, Pevely, Mo.

The marriage of Miss Maxine Doris Isaacson and Marvin Behr Goldman, son of Mr. and Mrs. Charles Goldman, Clayton, Mo., took place in the ballroom of the Roosevelt Hotel. Charles Goldman, best man at the wedding, is a stockholder and operator of a number of theatres in St. Louis and nearby towns.

Sam E. Pirtle, Jerseyville, Ill., recovered sufficiently from his major operation to be able to return home. . . . Don Hammer now is handling "Uncle Tom's Cabin" in the St. Louis and Kansas City territory. . . . Cliff Mantle, Triangle Film Company, returned from New York City where he obtained distribution rights for "Ubangi." He plans to handle the picture out of St. Louis, granting franchises for other territories.

Hugh Nesbitt, St. Louis city salesman, Universal-International, and Mrs. Nesbitt vacationed at Hot Springs, Ark.

Out-of-town exhibitors seen along Film Row included: Forrest Mirtle, Jerseyville, Ill.; Herman Tanner, Vandalia, Ill.; Leo Norton, Sullivan, Ill.; Tilden Dickson, Crystal City, Mo.; Dean Davis, West Plains, Mo.; Dick Fisher, Willow Springs, Mo.; Russell Armentrout, Louisiana, Mo.; Bill Griffin, Rodgers Circuit, Cairo, Ill.; Joe Goldfarb, Alton, Ill.; M. J. Steinberg, East Alton, Ill., and Gus Boemler, Upper Alton, Ill.

A special showing of "Air Cadet" was given at the Scott Air Base, near Belleville, Ill., followed by a cocktail party in the officers' lounge. Harry Hynes, St. Louis manager, Universal-International, film critics, and radio commentators attended.

A number of managers in the Fanchon and Marco-St. Louis Amusement Company Circuit were given new assignments after Martin Davis, manager, Rio, left to succeed J. F. Brinkmeyer as manager, Hi-Way, for Norman Proebstein. Joseph Dwyer now manages the Rio, while Irving Wentzel moved into the Maffitt to replace Dwyer. Wentzel came from the Manchester, where H. Carlow is the new manager.

San Antonio

Johnny Lane, cowboy ballad singer, is featured each Saturday at the Josephine. . . . The Inter-Parish Council of the Lutheran Churches, Missouri Synod, conducted Easter sunrise services at the Fredericksburg Road Drive-In, through the cooperation of the Claude Ezell and Associates. . . . Louis Santikos, owner, Olmos, was back following a recent trip to Italy.

The Claude Ezell Drive-Ins throughout the state conducted Easter egg hunts on Easter Sunday. Some 2000 Easter eggs were hidden on the premises, play-

grounds, and surrounding area. The entire hunt area was roped off, and patrolled as a safety precaution.

The Fort Worth General Ministers Association sponsored "King of Kings" during Easter Week at the Hollywood, Fort Worth Tex. The showing was held at 9 a.m. . . . Harry Gould, manager, Palace, Fort Worth, Tex., was resting comfortably at St. Joseph's Hospital following a stroke. . . . The 548-car capacity Parkaire Drive-In has been opened at Fort Worth, Tex., by L. C. Tidball. Philip Tidball has been named manager.

Police of two states were alerted in a search for Jack Cohen, assistant manager, State, Galveston, Tex., who was charged on two counts with theft by bailee, one for making off with \$2,007 in the theatre's funds, the other a car which he borrowed to go to the bank. John Browning, manager, Interstate, stated Cohen has been working for the State for four months, and was given the satchel containing the weekend receipts to take to the bank for deposit. He disappeared, and no trace has been found of him. The car was later found near a small Texas town.

The Post Oak Drive-In has been opened at Houston, Tex., by Jack Groves. The drive-in has a 530-car capacity. It has a curved screen, snack bar, children's playground, and lighted walkways to the concession stand. . . . At Arcadia, Tex., weekly showings of films are being held at the Methodist Educational building. There is no admission charge to the weekly showings. Donations are taken up to assist in the continuation of the showings.

Don F. White and Carl E. Rottman have taken over management of the SFA, Nacogdoches, Tex. . . . The Wallace, Matador, Tex., has been reopened by the Wallace Theatre Circuit. Monte Hale was at the opening ceremonies. T. J. Simpson is manager. . . . Ed Harris, manager, Elsa, Elsa, Tex., promised the residents that he would hold a free show if this area had rainfall. It did, and, true to his promise, Harris staged a free show. Refreshments were served between the first and second shows, with lemonade being made from the fresh rain water.

San Francisco

"Manon" was set to open at the St. Francis. This is the first time a foreign language film shows at a Paramount first-run. Robert I. Kronenberg, prexy, Manhattan Films International distributor set the deal.

The AFL janitors' strike was, at this writing, pretty much at a stalemate. Picket lines continued to form at three Market street theatres, the Paramount, St. Francis, and State, all owned by United Paramount. Other struck theatres are neighborhoods of Golden State and Nasser Brothers.

State exhibitors booking and buying were: Stanley Court, Court Circuit, Liv-

ingston; Walter Bell, introducing Ray Cheverton who purchased Bell's Mariabel, Weott; Si Gertz, manager, Crystal, Salinas; Harold Wright, manager, California, Santa Rosa, and Judge Rod Degener, Winters Theatre, Winters.

Also in town were U-I home office representative Dick Dirkes and Monogram salesman Alan Heid, from Sacramento Valley, and Howard Butler, from the San Joaquin Valley. . . . Ted Galanter, MGM field man, returned from Fresno, Cal., where he worked on "Royal Wedding." . . . Page Woodside, MGM booker-stenographer, who resigned to go back to his home in Florida, also returned and has been reinstated in his former job.

Away was Max Bercutt, Warner's exploiter, in Portland. . . . George Stribling, Columbia booker, sent out "I'm expecting" notices. His wife, Martha, secretary to Paramount's sales manager, resigned to await the event. . . . Jean Sandt, secretary to Monogram's franchise holder and west coast sales manager, Mel Hulling, and Jim Myers, branch manager, resigned. Lorraine McCarthy has taken over her job. . . . Mary Galt, payroll clerk-cashier, National Screen Service, resigned to go into war work at Hunter's Point. . . . Two more newcomers to the industry are Kay Yamada and Georgia Jackson, U-I stenographers. . . . Helen Rice, MGM head inspectress, returned to work after illness. . . . Ruth Daniels, MGM contract clerk, was ill with the flu. . . . Irving Levin, divisional director, San Francisco Theatres, Inc., proved again he knows how to package films. His latest twosome "Toast of New Orleans" and "That Midnight Kiss," paid off at the boxoffice.

The Film Colony Girls will hold their monthly meeting at the Variety Club. . . . Keith Hawkes, manager, Balboa, joined the navy. He has been replaced by Lester Dewitt, moved up from assistant, Alexandria. . . . Elmon I. Clifton, formerly Coliseum assistant, has moved over to assistant, Alexandria. Russell Mackie has been transferred from the Coliseum to the Coronet as assistant manager. Jerry Ray replaced Pat Condon as assistant, Metro. William Thater is now assistant manager, Harding, and Douglas Reed, formerly of Los Angeles, is assistant manager, Balboa. . . . Charles Thall, manager, California Theatres Association, accepted the motion picture chairmanship in San Francisco of the Red Cross Drive.

The California Theatres Association and ITO again joined hands in Northern California, this time to give air raid instructions in case of attack. Working with the Civilian Defense Office, Sacramento, Cal., the associations made up a single bulletin filled with safety pointers and instructions. The bulletin was sent to all exhibitors. . . . Rotus Harvey, president, PCCITO, accepted the general chairmanship of the organization's annual convention at Del Mar, Cal., from July 16-19. . . . Harry Franklin, executive, Aaron Goldberg Theatres, is recuperating from illness. . . . The Aaron Goldberg Circuit closed the Peerless. . . .

One of the top social events of the Northern California Variety Club, Tent 32, the annual St. Patrick's Day celebration, brought a capacity group to the club's headquarters. Sponsored by the Blumenfeld brothers, Abe, Joe, Nate, and Jack, the Hibernian dinner-dance was the most recent in a series of internationally flavored events being presented by the Variety Club. A previous event was the "Montmartre Night," honoring France, and conducted by Darrell Pischhoff, Pischhoff Signs.

Seattle

Gus Bergstrom, active in theatre operation in Eastern Washington for the past 25 years, died in Colville, Wash. For years, Bergstrom owned the theatre in Republic, Wash., and in recent years has been associated with Max Hadfield in operating theatres in Colville and Chewelah, Wash. He is survived by his wife.

Jack Burk, who served as Universal-International salesman in Eastern Washington since the death of Ray Ackles, left for San Francisco to rejoin the sales staff. He has been succeeded in Eastern Washington by Ed Resnick. . . . Walter Thayer, Paramount shipper, has been promoted to booker to succeed John Bateman, resigned. . . . Mrs. Christine Brekke, 85, mother of Dorothy Brekke, head inspectress, 20th Century-Fox, died.

Bill Shartin, Eagle Lion Classics branch manager, left to attend a meeting in New York. . . . Sarah Eldredge, Universal-International, is back at her desk after illness. . . . Frank L. Newman, Sr., president, and Lowell Parmentier, purchasing agent, Evergreen Theatres, returned from a trip to Portland and Eugene, Ore.

Elizabeth Alexander, recently from Vancouver B. C., has been given the job of booker-stenographer, Universal-International. Also joining the department is Mary Middleton. . . . John Remme, shipper, U-I, will be married on April 7 to Melba Sanford. . . . Among state drive-ins reopening were the Sunset, Olympia; Rodeo, Bremerton, and Harbor, Aberdeen. . . . Heads of the department of the University of Washington were guests of Sam Nathanson at a special preview of "Cyrano de Bergerac" before the opening at The Metropolitan. . . . Ed Johnson, Northwest exhibitor, with Mrs. Johnson and their daughter, Corinne, were here from Spokane, Wash. The daughter, a gifted violinist, enrolled in the music department of the University of Washington. . . . Sheila Basch is the new receptionist at the B. F. Shearer Company.

E. J. Bowling reopened his Ski-Vu Drive-In near Everett, Wash. . . . State exhibitors on The Row included: Mrs. Charles O'Connell, Black Diamond; Willard and Mrs. Andre and son, Steve, Kent; Al Fernandez, Clallam Bay; Norman Andrew, LaConner; Les Johnson, Spokane; John Kane and Les Theuerkauf, Tacoma; Ernie Thompson, Port Townsend, and Martin Brown, Yakima.

NEWS OF THE

Territory

BRANCHES

Cincinnati

Doris Day was honored with a special day when "Lullaby of Broadway" bowed at the RKO Palace. The entire city paid tribute to the blonde star, with events officially started by the proclamation of Mayor Albert D. Cash designating "Doris Day's Day."

After a lot of painting and spring housecleaning, practically all of the drive-ins in this area opened. . . . Ben Cohen, formerly manager, Twin Drive-In, and Mark Cummins, a long-time exhibitor, are interested in several drive-ins in Kentucky.

William A. Meier, Paramount branch manager, is the proud father of a girl, Mary Jo, born on March 16. . . . Florence Schumaker, U-I cashier, recently became a great aunt. . . . Katherine Meyers, boxoffice department, Columbia, gave a shower for Sue Lovell, contract clerk, who is to be married to William Wessel on April 7.

The RKO drive meeting was headed by Nat Levy, eastern division sales manager; Frank Drumm, assistant general sales manager, and Maury Lefko, district manager. . . . Sergeant James Kennedy, stationed with an air force hospital unit at Greenville, N. C., spent a furlough with his aunt, Margaret Woodruff, Lippert office manager-booker.

Selig Seligman, Northio vice-president and general manager, moved his family here from New York City. . . . The husband of Alice Lawry, Realart inspectress, died of a heart ailment. . . . Betty Schwamecke is a new switchboard operator at UA.

Visitors included: Collins Harvey, Grayson, Ky.; William Cain, Paintsville, Ky.; J. N. Brandenburg, South Shore, Ky.; J. Woodrow Thomas, Oak Hill, W. Va.; Harry McHaffie, Marmet, W. Va.; Ross Filson, Point Pleasant, W. Va.; Ray Friz and Mike Chakeres, Springfield, O.; E. C. Harvey and Fred Donahue, New Boston, O.; D. D. Breakefield, Sabina, O.; Derman Law, Roseville, O.; Paul Herdman, Morrow, O.; Jack Needham, Columbus, O.; Mrs. Fred Sexton, Ironton, O.; and John Gregory, Dayton, O.

Cleveland

The \$1000 News movie contest is listed as one of the most successful promotions launched in Cleveland. Some 2300 contestants participated. Miss Marjorie Ball, 23, Parma, O., won the first prize, \$300.

"Bingo" gasped its last gasp, and bowed to the Ohio Supreme Court ruling to uphold two lower courts that established licensing of the game in Cuyahoga

Pittsburgh VC

To Fete Pete Dana

PITTSBURGH — Tent 1, Variety Club, will sponsor a testimonial dinner for Pete Dana, U-I eastern sales manager, on April 9 in the Urban Room, Hotel William Penn. Dana formerly was U-I branch manager, was promoted to district manager several years ago, and not long ago was again promoted to his present position. Dana was named Chief Barker, Variety Club, this year, but resigned when he found he could not have the time to give the office necessary to do it justice.

Maurice Bergman, U-I executive, in charge of personal relations, will be toastmaster. Mayor David Lawrence is honorary chairman, with Walsh and Abe Weiner as co-chairmen. Wally Allen is chairman in charge of publicity and arrangements.

County as illegal. "Bingo" operators dropped a proposed plan to test the ruling.

Ernest Sands, who recently came here from Pittsburgh to succeed the late Dave Kaufman as Warner salesman in the river territory, has been appointed city sales manager. He succeeds Bill Twigg, who resigned recently to head the Buffalo office, Co-operative Theatres, a branch of Milton A. Mooney's Co-operative Theatres of Ohio.

Mrs. Sigmund Vermes, wife of a pioneer Cleveland exhibitor and mother of two sons now prominent in the operation of theatres, died in St. Petersburg, Fla., where she and her husband were spending the winter. Surviving, in addition to her husband, are two sons, Ted and Albert, who operate the theatres.

Harry Weiss is the new president, Salesmen's Club. Also elected to serve are Sol Gordon, vice-president; Bill

Gross, secretary, and Irwin Pollard, treasurer. First act under the new roster was to donate \$200 to the Variety Club Boys Camp in memory of Dave Kaufman, Warner salesman, killed in an automobile accident.

Bernard Wander resigned as manager, Shore. . . . The League of Showmen's Wives, headed for the second year by Mrs. Nat Barach, announced a rummage sale to be held in the Variety Club.

Easter Sunday saw a new admission price schedule posted in some of the city's deluxe first-run neighborhoods. The Colony, Vogue, Fairmount, Mayland, Shaker, and Richmond upped their prices from 50 cents to 55 cents.

When the Belmont, Youngstown, O., recently celebrated its first anniversary as a unit of the Associated Theatres Circuit, managers Harry Henderson was host to the community for an entire week, during which he served coffee and cake in the theatre lobby.

Jim Ochs, son of drive-in circuit owner Herbert Ochs, enjoyed an extended and unexpected vacation from college at Bowling Green, O., where all schools were closed on account of the flu.

Olen Martin, Grove, Lorain, O., is doing the buying and booking for the Tri City Drive-In, Bucyrus, O., for the owner, D. P. Jacobs. . . . Pete Wood, secretary, Independent Theatre Owners of Ohio, announced that the statewide exhibitor protest meeting, scheduled to be held in Columbus, O., on March 29, has been indefinitely postponed.

Ernest Schwartz, president, Cleveland Motion Picture Exhibitors Association, checked in at the 8:30 a.m. "Ham 'N Eggs Breakfast" in Columbus, O., at which Pete Wood is annually host to members of the legislature.

for dependable performance . . .



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- MAXIMUM SCREEN ILLUMINATION WITHOUT FLICKER OR TRAVEL GHOST
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- UNBELIEVABLE RESISTANCE TO WEAR

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**FALLS CITY
THEATRE EQUIPMENT COMPANY**
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"OLD FAITHFUL"

J. S. Jossey, inactive of late because of poor health, joined Kroger Babb, president, Hallmark Productions, in New York for the premiere of "Prince of Peace," Criterion.

Howard Reif, Modern Theatres Circuit, and Paul Gusdanovic, head, Gusdanovic Circuit, returned from Florida. . . . Jules Lapidus, Warners' eastern division manager, was in. . . . Nat Wolf, Warner Theatres' Ohio zone manager, made a tour of the Ohio theatres to divide them into two districts under the supervision of Dick Wright and Frank Harpster. The zone was divided into three districts until the recent death of Ray Brown, Sr., in charge of the southern Ohio district.

Robert Richardson, Eagle Lion Classics branch manager, attended a home office meeting in New York. . . . George Tarassoff resigned as Eagle Lion Classics booker to go to Columbus, O., where he succeeds Tony Laurie, who has shifted to the insurance business.

The Sigmund Spaeth record, which Columbia is distributing to schools to promote "Valentino," has been getting the official nod from education authorities. Locally, every classroom was being reached through the facilities of the education board's radio station.

Detroit

Riviera Annex Theatre Company, owners, Annex, 1500-seat neighborhood, offered the property to the city at \$150,000, with a year's option for conversion into an indoor parking lot.

The Michigan IA announced the election of the following officers: E. C. Adler, Detroit, reelected president; Earl Ramsey, Jackson, and Earl Ross, Pontiac, vice-presidents, and Harry Slout, Battle Creek, secretary-treasurer.

Indianapolis

The new Clyde, Fort Wayne, Ind., will have its formal opening about April 12, with a seating capacity of 1,800, including a parking lot for its patrons. It will be operated by Quimby Theatres, Inc., as a first-run. It is the first new theatre built in Fort Wayne since 1930, and is the first of several similar houses planned by Quimby for various proposed shopping centers.

William "Bill" Brown has taken over the management of Loew's Majestic, Evansville, Ind. He was the former manager of the 1,500-seat Bijou, New Haven.

Ernest L. Miller, Coronet and Cinema, is the new president of the northern division of Delta Tau Delta Fraternity. He will have supervision of 25 undergraduate chapters in Indiana, Ohio, Michigan, Illinois, Wisconsin, Minnesota, and Iowa. . . . City Council recommended the observance of daylight saving time.

James H. Kaylor, 37, salesman for Republic, died in the Walter Ried Memorial Hospital, Richmond, Ind., of injuries suffered in a three-way-car crash.

Joe Million, drive-in operator, Veedersburg, Ind., reported a good attendance on his opening day despite a blinding snowstorm. . . . The board of directors of the Allied Theatre Owners of Indiana, Inc., will hold its meeting on April 17.

Pittsburgh

Many out-of-towners signified their intention to attend the Variety Club's testimonial dinner for Pete Dana, to be held in the William Penn Hotel on April 9. . . . John Walsh, manager, Fulton was scouting around looking for unusual television programs that will be exclusive in Pittsburgh to present on the large screen theatre TV system.

The regular monthly meeting of the Allied Motion Picture Theatre Owners of Western Pennsylvania was held at the office headquarters. Among the matters discussed were the local organization's part in COMPO and cooperation on requested matters with National Allied. Morris Finkel and Norman Mervis were named on the national convention attendance committee to represent the local unit.

Natalie Julius, secretary, Western Pennsylvania Allied office, spent the Easter holiday in New York. . . . The mother of Wally Allen, business manager, Allied of Western Pennsylvania, was visiting here from New York.

Jack Goldburg, the theatre man and head of United Theatre Advertisers, was called to California due to the sudden death of his granddaughter. . . . Morris Finkel, Hilltop, Capitol, Mt. Oliver, and Shadyside left for his annual visit to his father in Brandenton, Fla.

Jack Kalmenson, office manager, Warners, was upped to branch manager. He is a veteran at the Warner office, having served as salesman, office manager, and sales manager. He is a brother of Warner executive Ben Kalmenson.

Bill Mack, National Screen salesman, spent the Easter holidays with his family in Syracuse, N. Y. . . . Dave Smith, manager, Shadyside, put on the biggest campaign ever seen in the Shadyside district for a picture in years. "The Red Shoes" was the attraction, and he used a mounted 24-sheet on the front of the building. Specially made valances for marquee were also used in the theatre lobby two weeks in advance. A special luminous 40 x 60 was another feature of the campaign in addition to extra heralds, window cards, etc.

Jim Golder, Jam Handy representative, was in on routine business. He handles the bookings of the Chevrolet travelogues through Monogram. . . . Mrs. Sam Speranza, wife of Warners' booker, is up after a sojourn at the McGee Hospital. . . . The Ladies Theatrical Club, wives of Variety members, held a meeting at the home of Mrs. Max Arnold, president. The ladies are planning a surprise for their husbands. . . . Harry McWilliams, Columbia's exploitation head, was in to chaperone the stars of "Valentino," who made personal ap-

pearances at the J. P. Harris. . . . Emil Foryan, 20th-Fox shipper, and Anna Daufenbach plan to marry in May at the St. Agnes Church.

The reaction to the Fulton's theatre TV premiere was good. One newspaper reviewer thought the picture below standard but the other two papers gave the showing good notices. The Golden Gloves finals was the subject the theatre chose for the unveiling of large screen TV in this area.

Monessen, Pa., is the latest town to continue an amusement tax, in this case six per cent. The town has one which is to expire on June 30, and this new levy continues the present tax.

The Colosseum will hold their annual dinner dance on May 6. . . . Louis Lampros, Capitol and Colonial, Farrell, Pa., is the father of a son, his second child.

Paramount's mid-eastern sales division held a meeting in Pittsburgh recently to discuss sales plans. Howard G. Minsky, presided. Those in attendance included branch managers William Meier, Cincinnati; Harry Buxbaum, Cleveland; Mike Simon, Detroit; Ulrik Smith, Philadelphia, and Dave Kimelman, Pittsburgh. Others present were Johnny Himmelein, Herb Gillis, Bob Caskey, Al Benson, and Herb Thompson, all assistants to the various branch managers. Sid Mesibov, exploitation manager, and exploiteers Mike Weiss, Milt Hale, and Hal Marshall also attended.

More than a hundred persons filed out in orderly fashion when fire broke out in the basement of the Liberty, McKeesport, Pa. All persons were on the main floor of the theatre.

Eleanor Simons, daughter of manager Jack Simons, Barry, was elected to Phi Beta Kappa, highest scholastic honor a student can receive. She is a junior at Pembroke, co-ed division of Brown University, Providence, R. I.

Arthur, son of Dan Neuman, display artist for Warner Theatres, left to join the air force.

Although most of the drive-ins postponed their planned openings Easter Week due to the unusually cold weather, the Maple Drive-In, Circleville, Pa., and the Rainbow, McKeesport, Pa., bowed in.

Visitors on Film Row were: Gary Barker, booker for seven West Virginia drive-ins, and the following state exhibitors: Russ Wherle, Capitol, Braddock; Morris Finkel, neighborhood owner; Mike Winograd, Oriental, Rochester; Gilbert Gelman, Swissvale; Ted Laskey, who operates three drive-ins around Uniontown; Gabe Rubin, Art Cinema; Lloyd Baker, Plaza, Brownsville; Archie Fineman, McKee; Tom Schraeder, Granada, Beaver Falls; William Finkel, Arcade and Colonial; Joseph Gelman, Plaza, Duquesne; Morris Naft, Roxian, McKees Rocks; William Basle, Basle, Washington, and Louis Cuppiraggi, Louis, Fairchance.

NEWS OF THE

Territory

Boston
Crosstown

For the second consecutive year, Hy Fine, New England Theatres executive, accepted the chairmanship of the industry's drive for funds sponsored by the United Cerebral Palsy Association. Fine announced the availability of the trailer "The House On Any Street," stating "I hope all exhibitors will play the trailer for a full week or for the long change in split week houses." Stating that only lobby collections will be taken, he urged managers to solicit aid from women's clubs, Girl Scouts, and other civic organizations, to man the coin boxes in theatre lobbies. Theatre managers are asked to submit their trailer dates within the following periods: Massachusetts, anytime between April 15-28, and Rhode Island, Maine, New Hampshire, and Vermont, between April 29-May 9. Postcards on which exhibitors may signify preferred dates are being distributed, requesting they be filled out immediately, and returned to Fine's office, Paramount.

Pizza pies are rapidly replacing hot dogs as favorite refreshment at ozoners, according to William Riseman, president, Pizza Corporation of America. The product is now getting plenty of play at E. M. Loew, Phil Smith, and Redstone Circuit open-airers.

Attired in an aide's uniform, Billy DeWolfe, here for an engagement at Copley Plaza's Oval Room, took tickets, seated patrons, and acted as doorman at the Paramount where "Lullaby of Broadway" was playing. An offshoot of the same gimmick pulled in Chicago, DeWolfe offered the "Jimmy Fund" \$25 if nobody recognized him within an hour. However, it only took 15 minutes before a couple of youngsters spotted his act, but he gave the \$25 anyway.

Michael Redstone Circuit, which resumed booking through Affiliated Theatres, reopened the Revere, Mass., Dedham, Mass., and Neponset, Mass., open-airers recently.

Morgan Hudgins, MGM publicity department, Hollywood, teed off the publicity campaign on "Quo Vadis" with a pitch to the Hub press showing color slides of scenes from the film. Hudgins, assigned to Rome during the filming, made Boston the first stop in a cross-country campaign.

The Capitol, Malden, Mass., formerly owned by Bill Lavery, was bought at auction by A. B. Mogul, and reopened at the Mogul Capitol. The house is managed by Al Frazer.

Independent Exhibitors, Inc., set Nov. 27 as the date of the next convention. The all-day confabs will take place at the Copley Plaza.

Ozoner openings are coming thick and fast. Among those opened or about to are the Somerset Family, Somerset, Mass.; Cranston Auto Theatre, Cranston, R. I.; Sky-Ray, Hockset, N. H.; Meadow Glen, Medford; North Reading, Mass.; Saugus, Mass.; Shrewsbury, Mass.; Sunset, Rochester, N. H.; Park Villa, Turner Falls; Mallett's Bay, Colchester, Vt., and Rutland, Vt. The West-erly, Westerly, R. I., and Dolly, Sturbridge, Mass., are also opened but operating weekends only.

Legislation affecting the industry slowed down to a walk recently with only the minimum wage bill and a proposed tax on vending machines awaiting action on Beacon Hill. Rhode Island legislators were mulling a minimum wage bill in addition to an air-conditioning bill.

Bills which would have prevented the operation of drive-ins within a mile of churches or schools were unfavorably reported to the legislature by its Committee on Mercantile Affairs.

The Drive-In Theatre Association of New England scheduled a meeting to discuss current legislative activities, institutional advertising, and operational problems.

Deletions announced last fortnight by the Bureau of Sunday Censorship included the following: "The Daltons' Women," parts 1 to 8. (Deletions: Cut scene showing women fighting from first view of Jacqueline over May on table, to point where Jacqueline lands against bar, in part 6). Screen Guild; "No Place For Jennifer," parts 1 to 9. (Deletions: Dialogue, "Damn that frog," in part 4. Dialogue, "—you're damned if I shall," in part 9). Monogram; "Cdetie," parts 1 to 12. (Deletions: Eliminate word, "God-damn," appearing twice in part 2. Word, "Goddamn" in part 7. Word, "Verdament" (damnit), in part 11. Word, "Hell," in part 12). Lopert.

Film District

Ed X. Callahan, 20th-Fox manager, and James M. Connolly, branch manager, spent a day in Woonsocket, Pawtucket, and Providence, R. I., sizing up the ozone situation in the area.

Gordon Craddock, special sales representative, Sam Goldwyn, was in confer-ring with Hatton Taylor, RKO branch manager. He contacted circuit heads with the result that Dan Finn, B and Q, signed for "Up in Arms" and "They Got Me Covered," Astor.

Phil Engel, 20th-Fox publicist, spent a week in Hartford, Conn., setting up campaigns for "Of Men and Music," Bushnell Memorial. He also trekked to New Haven to discuss publicity of "Follow the Sun" with Loew-Poli publicity director Lou Brown.

Joe Mansfield, ELC exploiter, figuring on a day in Pittsfield, Mass., and then home, got a hurry call to continue on to Cleveland for a week.

Miss Lisa Einfeld, daughter of 20th-Fox's vice-president, Charles Einfeld,

New England Bowling

BOSTON—Independent Theatres held a one-game edge over New England Theatres in the 10th week of the New England Theatrical Bowling League, with MGM in third position, closely followed by American Theatres, Harry's Snack Bar and Macaulay American Legion Post, while Affiliated Theatres and RKO were tied in the bottom slot.

Standings to date show:

Team	Won	Lost
Inde.	31	9
NE	30	10
MGM	21	19
Amer.	19	21
HSB	18	22
Leg.	15	25
Aff.	13	27
RKO	13	27

INDIVIDUAL AVERAGES

Plunkett, NE 94.7	Field, Aff. 86.0
Serra, Inde. 93.4	Hochberg, Aff. 85.9
Freeman, HSB 93.4	Spingler, Leg. 85.6
Burlone, NE 93.2	McGerigle, RKO 84.1
Romanoff, NE 92.6	Rahilly, HSB 84.0
Fahlbusch, NE 92.1	Alfano, Amer. 83.9
Hill, Inde. 91.0	Rowe, Aff. 83.5
Levin, Inde. 91.0	O'Hara, RKO 83.5
Morton, HSB 91.0	Feinstein, Amer. 83.4
Rathgeb, MGM 89.8	Cavicchi, Leg. 83.4
School, MGM 88.0	McGowan, MGM 83.1
Smith, MGM 87.5	Anderson, HSB 82.3
Young, Inde. 87.3	LaCross, RKO 82.3
Farrington, Aff. 87.3	Castro, HSB 81.6
Arsenault, NE 87.2	McCarthy, Amer. 81.4
DeBrueil, Amer. 87.0	Dooley, Leg. 79.5
Vieira, Leg. 86.3	MacIntyre, Amer. 78.5
Goldman, Aff. 86.3	Feinberg, MGM 76.6
Oberman, MGM 72.6	

HIGH SCORES

Singles: Waldman, Leg., 103-110-103; School, MGM, 117; Levin, Inde, 114; Arsehault, NE, 117; Morton, HSB, 105-118; Spingler, Leg., 103-103. Three strings: Waldman, Leg., 316; Morton, HSB, 317; School, MGM, 303.

visited Boston during her spring vacation from Smith College. She and her party were guests of George Kraska, Beacon Hill, where they attended a showing of "A Lover's Return" and "The Raven."

Jim DiPesa, nephew of the late Joe DiPesa, joined the publicity department of Loew's Theatres, Inc. A student of Tufts, class of 1951, he replaces Charles Wilson.

A special screening of "Of Men and Music" was attended by Father Arthur J. McCarthy, S.J., Boston College High School, and 30 members of parochial schools, arranged by Ed Callahan, 20th-Fox district manager.

Walter M. Burse, president, Suffolk University, and lawyer Fred B. Ayer were to be speakers at the Publicity Club's final luncheon of the season.

E. M. Loew is installing a new cyclo-ramic screen at his Center, Pawtucket, R. I., through Massachusetts Theatre Equipment. . . . Lou Gonick, salesman, Embassy, resigned to accept a salesman's post with Columbia, Albany.

Joan MacIsaacs and Janette Anderson have been added to the staff at RKO. . . . George Roberts, Rifkin Circuit, returned from a sojourn in Sarasota, Fla. . . . Arthur Carey, longtime projectionist, Fenway, died recently following a heart attack. . . . Herbert Goldstein, projectionist, Boulevard, Revere, Mass., was off for a vacation. . . . Warren Gates, booker, WB, became a grandfather recently. The grandson is the child of Mr. and Mrs.

Donald Gates, Bangor, Me., and was named Cary Warren.

New Haven Crosstown

The Elks had a cerebral palsy benefit show at the Whitney. . . . Bill Brown, former Bijou manager, now at the Majestic, Evansville, Ind., was given a great welcome by the Shriners when he moved there. Mrs. Brown, however, still was in Newington Hospital, Newington. . . . The Whalley and Whitney had free Easter eggs before Easter. . . . Grand gave away a Lawson chair on a recent Saturday night. . . . Ralph Civitello, formerly of the Devon, Devon, was elected president, Dandio Enterprises, recently. He is manager, White Way, one of the theatres operated by the enterprises.

Morris Rosenthal, Poli manager, and staff worked on many ballyhoo angles for "Bird of Paradise" and "Royal Wedding." . . . To help boost kiddie business, the Fishman Theatres, Howard and Lawrence, scheduled a marionettes act.

Meadow Street

Drive-ins were readying openings. The new Lord Plainfield indoor and outdoor theatres were due to open last week. . . . The Shippan Point Drive-In, Stamford, may be ready for a middle or April opening. . . . The Norwalk Drive-In equipment won't be installed till the middle of April. . . . Harry Fishman, Fishman Theatres, returned from Florida. . . . Columbia branch office redecoration has been completed. . . . Bill Pilot, Colonial, Southington, was among those who came into the exchanges on Easter Monday in new spring finery. . . . The State, Torrington, was the scene of a musical comedy, "On Stage," presented by the Torrington Gaiety Club. . . . Friends of Lou Anger, Barnum, Bridgeport, were wishing for a speedy recovery of this theatremen.

Shifts in the Strand Amusement Circuit, Bridgeport, saw Joseph Piccolo transferred to the Hippodrome from the Colonial, and Frank Purcelli, assistant, Mayfair, made manager, Colonial.

W. J. Hutchins, branch head, National Theatre Supply Company, has been promoted to branch head in Philadelphia, where he succeeds Ralph Pries, who resigned to join the Berlo Vending Company in an executive capacity throughout the east. "Hutch" has been with NTS for nearly two decades, and he goes to the Quaker City post with the good wishes of his many friends in the territory.

Phil Gravitz, MGM manager, returned after a visit to the home office.

Connecticut Berlin

A request for a local zoning change that would have permitted construction of an outdoor motion picture theatre by attorney George Lewitt, New Britain, has been denied by the Berlin Town Zoning Commission. Attorney LeWitt planned to purchase the property, and erect a drive-in on it if it was rezoned.

Hartford

Dick Stephens, Columbia exploiteer, and George E. Landers, division manager, E. M. Loew's Theatres, worked out a number of angles for "Valentino."

A new method of police and fire protection will go into effect in theatres when supernumerary policemen become regulars on the force under the 40-hour work week which starts on July 1, it was disclosed by City Manager Carleton Sharpe. . . . Back from southern vacations were Al Schuman, Hartford Theatre Circuit general manager, and Mrs. Schuman, and Albert Shulman, Shulman Theatres, and Mrs. Shulman.

New Britain

As a stunt for "Three Guys Named Mike," manager Joe Miklos, Embassy, offered one theatre pass to the first 20 men named Michael on opening day who showed their 1940 auto licenses.

New London

Plans were announced by the Victory Theatre Operating Company, which recently bought the old Lyceum building, for extensive repairs and remodeling of the 61-year-old building as a commercial structure.

Thompsonville

Earl Hannah, former assistant manager, Strand, left to become manager, Liberty, Springfield, Mass.

Waterbury

Extensive alterations are under way at the Palace.

Waterford

Waterford Drive-In, operated by the Waterford Drive-In Corporation, resumed 1951 operations.

Maine Augusta

A warning that municipal amusement taxes could close every theatre in Maine was sounded by Arthur F. Tiffin, spokesman for theatremen, at a hearing conducted by the State Legislative Taxation Committee. Pointing out that theatres are already paying a 20 per cent federal tax, Tiffin asserted that another tax, possibly 10 per cent, would "drive us out of business." Tiffin spoke in opposition to a bill by Representative Paul L. Woodworth, Fairfield Republican, which would authorize cities and towns to tax numerous transactions, occupations, or personal property not subject to state taxation. The proposed legislation would allow municipal officers to levy head taxes on gross business receipts, individual income, retail sales, transfer of real property, and admissions. The total of such levies, however, could not exceed an amount equal to \$15 per \$1,000 of local valuation.

Portland

Fisher Zeitz, owner, Civic, returned after three weeks in Miami, Fla. . . . The Strand, in cooperation with The Evening Express, ran a three-day contest to see how many fans could tell the real Rudolph Valentino from Anthony Dexter in "Valentino."

The Star cooperated with local merchants during the three "Appreciation Days." Fifty orchid corsages were presented to the first 50 women attending on opening night.

Massachusetts Chicopee Falls

The Air-Line Drive-In resumed operations. The management announced that the drive-in would be open only on weekends until further notice.

Springfield

Elihu Glass, Majestic, West Springfield, is not a betting man, except possibly once a year. Glass makes a bet on the Academy Award winner each year, then books it so that its Majestic showing will coincide with the "Oscar" dates. Last year, he picked "All The King's Men" in advance, and did a land office business over the "Oscar" weekend. This year? "All About Eve."

Owen Holmes' Sundown Drive-In was used for sunrise services by the First Lutheran Church, with the services carried into the cars via the regular speakers. . . . The March program of the Springfield Motion Picture Council for shut-ins included "Danny Boy," and "Gallant Bess." About 300 at the Isolation Hospital, City Home, and Chicopee Infirmary saw the films.

LOEW'S POLI — Charles Gaudino replaced David Hills as assistant. . . . Lou Brown was in for conferences with manager George E. Freeman.

New Hampshire Hillsboro

Morrill B. Parmenter, manager, Capitol, stressed the fact that a local man, Colonel William G. Proctor, was the Technicolor advisor on "The West Point Story" in his advertising, and was successful in promoting free newspaper space on that angle.

Vermont Burlington

Roy L. Patrick, director, Majestic Theatre Company, was given a dinner by 175 members of the Vermont Associated Industries, Montpelier, Vt., in observance of his 75th birthday.

Newport

The Burns gave a special showing of "You Can Beat The A-Bomb" for Red Cross and civil defense personnel.

Variety Club Tent 31, New Haven

Installation ceremonies of the new officers of the Variety Club, Tent 31, were scheduled for Racebrook Country Club, Orange, on March 30. New Chief Barker is Herman M. Levy. The list of those invited to attend was a long one with the following out-of-staters definitely planning to attend: Marty Mullen, "Chet" Stoddard, Bill Koster, Harry Browning, Ben Rosenberg, Hy Fine. Ray Wylie is the retiring Chief Barker. A dinner dance completed the evening's activities.

NEWS OF THE

Territory

New York City
Crosstown

Marking both the advent of Easter and the New York premiere of "Rawhide," Barricini chocolate bunnies were given away free to the first 100 children to enter the Rivoli on opening day.

Warners' Bugs Bunny was the subject of a three-day Easter cartoon coloring contest run by the New York World Telegram-Sun as part of its Easter promotion.

Darryl F. Zanuck, vice-president in charge of production, 20th Century-Fox, arrived by plane after an inspection tour of films which the company is producing on the continent.

Four important awards were accepted by Al Lichtman, vice-president, 20th Century-Fox, for the company's "All About Eve" over WNYC. The awards, presented by Sigmund Gottlober, president, Foreign Language Press Film Critics' Circle, honored Darryl F. Zanuck as the producer of the year, "All About Eve" as the best motion picture of 1950, and Joseph L. Mankiewicz, best director and writer of the best screenplay.

The Rivoli conducted a "most beautiful child" contest in connection with "Rawhide." Judging will be done from photographs, and \$25 defense bonds will be awarded to the most beautiful girl and the handsomest boy.

The Whitestone Bridge Drive-In, Bronx, and the Sun-Rise Drive-In, Valley Stream, L. I., are being booked by the Liggett-Florin Booking Service. . . . Brandt is now doing the buying and booking for the Lido, Bronx. . . . The Warwick Drive-In, Warwick, will open on April 23, booked by Liggett-Florin. . . . Winnie Horn, Fabian Theatre's accounting department, took time out for an operation.

The amusement division, Joint Defense Appeal campaign, Greater New York, will climax its efforts in behalf of the drive with an industry-wide luncheon set for April 19 at the Hotel Astor. Luncheon Chairman Max Cohen, president, Cinema Circuit, predicted that the event "will be one of the most brilliant functions seen in the amusement trade in years." Announcement of the time and place of the luncheon followed a meeting of the amusement division's executive committee at the Hotel Astor. George Dembow, National Screen Service, presided because of the illness of division chairman Herman Robbins.

Jerry Pickman, Paramount's ad-pub head, returned from a 10-day trip to the coast, where he held conferences with studio officials on advertising, exploita-

tion, and publicity plans for forthcoming product. A new and more effective approach in the merchandising of Paramount pictures was discussed, and will be instituted in a more closely knit coordination of east and west coast departments.

Maurice Silverstein, Loew's International Corporation's regional director of Latin America, returned to the home office following an eight-week business trip to offices and theatres in Central and South America.

Top-ranking officials of the British and French diplomatic corps, the chiefs of the French and British delegations, and many British, French, and American social notables attended the ambassadors' invitational preview of "Odette" at the Park Avenue.

The Orpheum, Jersey City, N. J., is now a unit of the Brandt Circuit.

Morton Schwam, 20th Century-Fox office publicity staff, was married to Regina Price, vocalist.

Pierre Cabaud, Secrétaire General, Société Nouvelle Pathé Cinéma of France, and Jacques Chabrier announced the latter's resignation as president of Pathé Cinéma and the Paris. Chabrier has been with Pathé for the last nine years.

New Jersey
Newark

A bill pending in the legislature which would require supervision of children under 12 years of age attending matinee performances in theatres was endorsed by the board of trustees of the State Federation of Women's Clubs. Introduced in the legislature by Assemblyman Freeman, Essex, Republican, the bill classifies theatre owners who fail to comply with the provisions of the law as disorderly persons, and brings them under jurisdiction of local courts.

New York State
Albany

Articles of incorporation were filed with the office of the Secretary of State for Eagle Theatre Corporation, New York City.

Ernest Ziegler, U-I still department, home office, has been promoted to student booker here.

A month-long "April Shower of Showmanship" campaign was set up at a meeting of theatre managers of the Albany zone of the Warner Circuit at Syracuse. Harry Goldberg, national advertising director, Warner Theatres, keynoted the discussion of plans for the 30-day period of activities. Charles A. Smakwitz, zone manager, presided. Ralph E. Crabill, district manager, and Gerald Atkin, publicity director, promised assistance in the field, a move which emphasized Smakwitz's objective of increased picture selling. A showmanship manual was distributed. Goldberg stated the problem of all theatre men as being

one to accelerate additional attendance, by describing, and using, the most economical means of attracting new audiences, or ones whose specific interests were described by the film. A round table discussion concluded the meeting. Managers attending were: Bill Fitch, Babcock, Wellsville; Jules Curley, Keeney, Elmira; Deame Emley, Haven, Olean; John Brousseau, Delaware, Albany; Al LaFlamme, Strand, Albany; Andy Roy, Stanley, Utica; Gus Nestle, Winter Garden, Jamestown; Bill Tallman, Capitol, Dunkirk; Jack Swartout, American, Troy; Sid Sommer, Troy, Troy; George Laurey, Avon, Utica; Al Newhall, Diana, Medina; Joe Stowell, Lincoln, Troy; Al Swett, Madison, Albany, O. J. Perrin, Ritz, Albany; Vogel Gettier, Steuben, Hornell, and Ed Boyd, Strand, Elmira.

Harold Staarsman is now operating the Eagle, Albany. He will buy and book. . . . The Menans Drive-In, operated by Joe Miller and associates, opened. . . . Lillian Dietcher is now operating the American, Schenectady. . . . Herb Brown, Victoria, Greenfield, Mass., is buying and booking for the Hart, Bennington, Vt. . . . A new drive-in is being built on Route 9 between Catskill and Ravenna. . . . The Ideal Drive-In, Canton, opened.

Fabian Theatres' Palace televised the Eastern final of the NCAA basketball tournament between St. John's and Kentucky in Madison Square Garden. The telecast was exclusive in that home television sets did not carry the game. No change in admission prices was made for the show, presented with the regular film program.

Dick Perry, UA salesman, and wife celebrated their 31st wedding anniversary. . . . Ray Smith, Warners' branch manager, entertained the office staff with a farewell dinner for Herb Gaines, salesman, transferred to Buffalo as city salesman. He was presented with a lighter.

The ninth annual Variety Club dinner dance, which was to have been held on March 16, was postponed until April 14. . . . Ann Lewis, Warner Pictures inspectress, was confined to her home with lobar pneumonia. . . . Plans are being made for the annual Variety Club golf tournament which will be held at the Shaker Ridge Country Club in June. Coupons for a Ford convertible will be distributed at the club. Saul J. Ullman is chairman of the giveaway committee, and Arthur J. Newman, Nate Winig, and Dr. Samuel Kalison comprise the golf arrangements committee. . . . Ann Joyce, secretary to Charles Dortic, Columbia branch manager, spent a weekend in Batavia. . . . Elinor Reutzel, RKO assistant cashier, resigned to await an image. . . . Max Friedman, Warner Theatres' film buyer, and family are spending a vacation in Washington.

—M. E. B.

Cohoes

George Seed, city manager, Fabian Theatres, became a grandfather with the birth of a baby girl to his daughter, Mrs. Morton E. Hollander, at LeRoy Hospital, New York City.

Buffalo

Local F-9, Front Office Exchange Employees, IATSE, announced the election of Francis McDonough as president. Other officers are Bertha Kemp, vice-president; Josephine Genco, business agent; Anne Wagner, recording secretary; Margarite Onions, financial secretary; Richard Carroll, sergeant-at-arms, and Barbara Hartman, Mildred Block, Gertrude Nigro, and Florence Kiley, trustees.

Buffalo is the latest city to join in the nationwide celebrations of "Doris Day's Day," scheduled in key cities in conjunction with playdates of "Lullaby of Broadway." Tribute to Miss Day received full cooperation of disc jockeys, who highlighted the star's recordings of Columbia Records' "Lullaby of Broadway" album.

The trade mourned the death of veteran exhibitor James A. Wallingford, 65. He was a member of the Variety Club.

Geneva

Mark L. Sanders is now managing the Seneca Drive-In, owned by the Seneca Drive-In, Inc., Louis Drew, president. Mrs. Sanders is handling the drive-in concession for Tri-States Automatic Candy Corporation. The Sanderses were formerly with the Dipson Circuit.

Rochester

Some 30 children 12 years old wrote to the editor of The Rochester Times-Union complaining over the theatres' jump from children's prices all the way to adult rates at that age, now 70 cents downtown. They want in-between student prices. The editor, however, wasn't very sympathetic, urging them to wait until pictures reached the neighborhoods.

Robert Carbone voided 37 tickets stolen from the cashier's window by a sneak thief, who pushed away the metal plate guarding the aperture. . . . Schine theatres featured Clarabell, from the "Howdy Doody" television show. . . . The Rochester duPont arranged five private showings of "The duPont Story" at the Dipson-Lyell for employees, families, and friends.

Loew's, with 20 cartoons for 20 cents, and the RKO Palace, a similar number at two bits, competed on different days for the Easter holiday morning trade. . . . Manager Joseph DeVitt reopened the Embassy.

Projectionist William Ingram, vice-commander, Coast Guard Association, attended a conference of leaders in Milwaukee. . . . William Palmanteer's daughter was married recently. . . . Louis Goler, chairman, VFW inductee committee, arranged a vaudeville show to provide cigarettes for boys going into the service.

—D. R.

Syracuse

The Astor, operated by City Entertainment Corporation of New York, be-

EYEING THE

Exchanges

NEW YORK—April 1 was the opening day of the "Grad Sears Drive," at United Artists. The drive, honoring the vice-president, will run for nine weeks ending on June 2.

MGM—Frances Papparello is back after the flu. . . . Gene Katz, print department, was relaxing on a Florida vacation. . . . Film inspectress Louise Brunetti was accepting birthday congratulations. . . . New typist is Helen Jean Barnett.

U-INTERNATIONAL—Booker Tom Goff was back after being ill. . . . Harry Fellerman completely recovered from a recent operation. . . . The office is buzzing about "Up Front."

COLUMBIA—Booker Freda Laurie is back after a Florida vacation. . . . Maria Larson is the new film examiner. . . . Booker Lenny Saver tied the knot, and is now honeymooning in Bermuda. . . . Saul Trauner, branch manager, is relaxing on a Florida respite. . . . (That red face you see is due to the fact that in the March 21 issue, booker Katherine Becker was represented as having a son

came the first deluxe theatre in central New York to install and use Muzak in the lobby and lounge. Ed Linder is manager.

Mr. and Mrs. Harry H. Unterfort, he's the Schine zone manager, were visiting in New York City. . . . Dick Feldman, former manager, Schine's Paramount, is doing all right in his new business venture as local representative of a Wall Street investment house.

Charles Gallagher is the new student assistant at Schine's Paramount. . . . Mrs. Charles Graziano and son, Michael, are arriving soon from Chicago to help the genial Paramount manager feel at home in the new apartment. . . . All music houses in town were plugging "Doris Day Day," aiding manager Sol Sorkin, RKO-Keith's, sell "Lullaby of Broadway."

In a contest sponsored by WSYR to find the longest list of words that can be made from "Sugarfoot," the returns were piling up fast, and manager Sol Sorkin, RKO-Keith's, will be hard put to determine the winner of the Consol-ette TV receiver, a WSYR promotion, to be awarded some lucky patron.

—J. J. S.

White Plains

Localite Mrs. Julian Olney and William W. Howard, vice-president, RKO Theatres, jointly announced that arrangements have been completed whereby Mrs. Olney's future concerts and other stage attractions will be presented at the RKO Keith. This is in keeping with the RKO Theatres' circuit wide policy of making its playhouses available for outstanding stage attractions.

enlisting in the Naval Reserve. Actually, Mrs. Becker has no son but two charming daughters, one of whom is studying to be a nurse. The son, in the Naval Reserve, however, was Jerry Bernstein, whose mother, Kitty Bernstein, is a member of the Columbia staff. Abject apologies are offered all the way down the line.—Ed.)

MONOGRAM—Harold Wirthwein, western sales manager, was in. . . . Jack Farkas had a grand time at his nephew's wedding. . . . The contract department's Mary Taglianetti was back after illness.

ELC—Secretary Ruth Tannenbaum returned after being ill. . . . Executives George Waldman and John McKenna attended the meeting at the home office. . . . Marilyn Silverman was a year wiser on April 2. . . . Salesman Ira Michaels' wife presented him with a new daughter, over six pounds. . . . Irving Renner, Endicott Circuit, was around. . . . Booker Myron Starr took his wife to the Hotel New Yorker to celebrate her birthday.

UNITED ARTISTS—Exhibitor Tom DiLorenzo, Plaza, Freeport, L. I., was around. . . . Secretary Joan Roche, on a Florida holiday, had rainy weather.

20TH CENTURY-FOX—Richard Miller, box office statement department, starts his matrimonial adventure on April 7. The young couple will honeymoon in Bermuda. . . . Secretary Bess Allen is back after the flu. . . . Film examiner Rose Levine was on vacation. . . . Hannah Zimmerman, secretary, is back after being out ill. . . . Matilda Newman, film inspectress, was ill. . . . Office manager's secretary Lillian Gordon was married on March 17. . . . Film examiner Dorothy Nelson is on a brief respite.

BOOKERS' BIOG—Head booker Fred Mayer has been associated with Universal-International for many years. He started in the U-International film laboratory at Fort Lee, N. J., and was transferred to the New York exchange, where he held the position of accessory manager for many years. Mayer then went into the booking department, where he eventually moved to head booker. Always active in the industry, he is now serving as first vice-president, Motion Pictures Bookers Club. He has one son, John. Living in Elmhurst, L. I., Mayer has for years been actively engaged with the Coordinating Council, an organization whose main object is to prevent juvenile delinquency. At present, he is chairman.

RAMBLIN' 'ROUND—Ruth Feinstein, booker, Century, left. . . . Booker Estelle Lampell, formerly of Prudential, joined at Century. . . . RKO assistant cashier Anne Mazzei celebrated her birthday. . . . Nayfack announced that it has made a deal with Capital, Philadelphia, for two French films, "Francois Villon" and "Fantastic Night." . . . Favorite branch manager, Irving Wernick will celebrate a birthday on April 8. . . . The bad weather accounted for that rather quiet meeting of the Bookers Club. . . . Frank Muscato, Island Circuit, left for a Florida respite.

—ARNOLD FARBER

NEWS OF THE

Territory

Philadelphia
Crosstown

Stanley-Warner and William Goldman downtown theatres put into effect a slight price increase last weekend ranging from five to nine cents.

Advent of Josephine Baker to the Earle brought with it a hike of night prices to \$1.30 with \$1.50 on Easter Monday night. The talented entertainer, in for a six-day stand, proved a sock attraction. One sidelight was that while her musical director, her husband, insisted that the band accompanying her play in the pit, the local S-W group thought it should be on the stage. After two days in the pit, Miss Baker was convinced the local idea was better, and the band was then moved.

Vine Street

Herman Margles, still touring, postcarded in from North Carolina and South Carolina, heading south.

Harry J. Martin, U-I branch manager, was back from a Florida vacation. . . . Mary Corey, stenographer to Republic branch manager Norman Silverman, suffered a fall, and sprained her ankle. . . . Charlotte Yablin, Monogram telephone operator, announced her engagement to Joseph Rendelman.

Jack Seidman, Paramount Decorating Company, visited Lexington Park, Md., where Phil Gray is erecting a new theatre, for which Paramount will do the decorating.

Circuits
Stanley-Warner

Fourth floor receptionist Polly Waggle Kinnett left to take up fulltime housekeeping. . . . Reesa Cooper, Dan Trier's secretary, is wearing an engagement ring these days. Her fiance is Albert Oppenheim, Chester, Pa., food merchant. . . . Paul Costello's cocker spaniel just had its first litter of eight pups. . . . Laura Lee, The Evening Bulletin motion picture critic, flew to the Coast for a first-hand account.

Irving Blumberg and the ad-publicity department had newspaper ads all set on "Born Yesterday," Boyd. As soon as the Academy Awards were announced, the papers were told to run them in reserved space. As a result, they made the late editions of The Inquirer and, of course, the following day's Daily News and Bulletin. Fast work!

District of Columbia
Washington

A. Julian Brylawski, vice-president, TOA and Warner representative, was appointed by President Truman as a member of the Committee on National

Ralph Pries Joins
Berlo Vending

PHILADELPHIA—Ralph Pries, one of the most popular men in the local industry, last week joined Berlo Vending Company as district manager.

Pries, for the past six years National Theatre Supply branch head, goes to his new post with the good wishes of the hundreds of friends he had made in the territory.

He had been with NTS for 11 years, in San Francisco, Los Angeles, Des Moines, and this city.

He is Second Assistant Chief Barker, Variety Club, Tent 13, a member of the SMPTE, and active in all trade drives, etc.

A graduate of Georgia Tech, he originally hailed from Atlanta.

Pries will be succeeded in the NTS post by W. J. Hutchins, now New Haven branch head for the company.

Known throughout the east as "Hutch," he comes to his new post with more than two decades of experience with NTS.

Employ the Physically Handicapped Week.

RKO Theatres announced that RCA's Model PT-100 big screen theatre television would be installed in RKO Keith's and ready for operation by May 1. This will mark RKO Theatres' second such installation, the other being at the RKO Fordham, New York City.

M. Keilsohn, Roth's Plaza, recently ran the following ad in local newspapers. It obtained widespread comment, built much good will, and, at the same time, helped the box office. "A tribute to International Theatre Month in presenting 'The Mudlark' during this month, Roth's Plaza is cooperating with UNESCO, American National Theatre and Academy, and The Children's Theatre of Washington. A proper understanding of the customs, arts, and history of other nations makes for peace. We hope 'The Mudlark' contributes, even in some small measure, to this understanding."

Sidney Lust opened his new Allen, Takoma Park, Md. Six months in the building, it is located at New Hampshire Avenue extended near Ethan Allen Avenue and the East-West Highway. The



Philadelphia National Theatre Supply branch head Ralph Pries, recently joined Berlo Vending Company as district manager, it was announced by the firm.

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It is IMPORTANT that you send us a copy of your program each week, no later than Tuesday. In this way, we can best serve you. Someone, maybe the booker, or perhaps yourself might forget to record a booking.

By sending us a copy of your program, we will be able to check any mistakes.

Please continue to wrap and address properly your return advertising so that it can be delivered to the right exchange.

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MEMBER NATIONAL FILM CARRIERS, Inc.



Paramount recently hosted a party in Washington, D. C., for Thelma Ritter, starred in "The Mating Season," and glimpsed with the actress at the affair are, at left, seated, Warner Theatres zone manager George A. Crouch, L. F. Ribnitzki, and, standing, George Werner and James Root; center, Frank



Boucher, K-B Theatres, and Al Benson, Paramount; right, Wade Pearson, district manager, Neighborhood Theatre, Inc.; Vincent Lorio, manager, Trans-Lux, and Morton Gerber, District Theatres, and Chief Barker, Variety Club, Tent 11. The theatremen were captivated by Miss Ritter's off-screen charm.

official welcoming address was made by Mayor Ross Beville, Takoma Park. A stage show featured the Dreamdusters, Leon Brusiloff and his orchestra, and other acts. The new theatre has about 1,000 seats. It is air-conditioned, and designed to take care of television facilities. A parking lot takes care of 500 cars. The theatre was built, and is owned by the Kass Realty Company, Inc. Lust controls 14 theatres.

RKO-Keith and The Daily News were running a contest to find the identity and the best description of "The Thing," with five hundred dollars going to the winner.

Helen Hayes, Leo McCarey, Van Heflin, Dean Jagger, Robert Walker, and Richard Jaekel completed the background shots for "My Son, John," and left town.

The K-B Theatres, Apex, Atlas, Flower, MacArthur, and Naylor, had their annual Easter parties on Saturday before Easter, with rabbits, eggs, and prizes for the youngsters. . . . The Beverly's George Page became a papa on March 15.

Easter Sunday was reopening time for E. M. Loew's Mount Vernon Open Air Theatre. . . . Warner Theatres' Frank La Falce was home for the Easter holiday. . . . Kitty McGlynn, Warner Theatres' contact department, lost her mother.

With the visit of President Auriol of France to the Nation's Capital, a number of showmen were in the reception stand with the French visitor, George A. Crouch and Frank La Falce, Warner Theatres; Orville Crouch, Jack Foxe, and Joel Margolis, Loew's Theatres, with publicity handled by Rick La Falce.

Thousands of Washingtonians attended the early morning Easter Services at the Carter T. Barron Amphitheatre, Rock Creek Park. The amphitheatre was named in honor of the late eastern division manager, Loew's Theatres.

Easter Monday saw the 16th annual easter egg hunt sponsored by Sidney Lust Theatres, and Kiwanis Club of Prince Georges County. Two hundred and fifty dollars in prizes were in the eggs.

Penna. Bill Would Increase Size Of Fines

HARRISBURG, PA.—A bill was introduced into the Pennsylvania Legislature by Senator Wade, Republican, Cumberland, to increase the present flat \$50 penalty for illegal showing of Sunday movies to \$100 for the second offense and \$500 for the third offense.

MGM—Joe Kroman was in Florida on a vacation.

20TH FOX—Jack Kohler, a booker, was out sick.

MONOGRAM—Ethel Michalson went to Portchester, N. Y., to spend Easter with her mother.

PARAMOUNT—Hal Marshall, exploitation man, is a proud father of a baby son. There are already two girls in the family. . . . Betty Parks, biller, was out sick.

NSS—Leo Abrams, district manager, was in.

ELC—Salesman Curtis Hildebrand and Walter Davis received new company Fords. . . . Bob Grace, office manager and booker, was in Emergency Hospital to undergo a minor operation. Max Miller, publicity, was in for "The Long Dark Hall," Trans Lux.

EQUITY—Bernie Mills was in New York for a week, and his son Myron is there now. . . . Rita Goldberg was in the office.

REPUBLIC—Miss Ruth Keilholtz, inspectress, had a birthday. . . . Miss Ida Lenick, bookkeeper, spent Easter with her family in Johnstown, Pa. . . . Mrs. Claire Cunningham, cashier, spent Easter with her husband in New York.

SANDY—Fred Sandy was in Norfolk, Va., and Sylvester Sandy was in Baltimore, Md. . . . Mrs. Gertrude Epstein and husband went to New York to celebrate their 10th wedding anniversary.

VALLEY ENTERPRISES—Mrs. Roberta Jackson had a birthday. She is accountant-bookkeeper. . . . Mrs. Reba Luber went to Virginia for Easter. She is Sam Roth's personal secretary.

Delaware Dover

A bill to prohibit the showing of Sunday movies within the limits of incorporated communities before 2 p.m. was introduced in the legislature by Senator Frederick Klair, Marshallton.

Stage Settings
Wall Coverings
Painting
Decorating
Murals

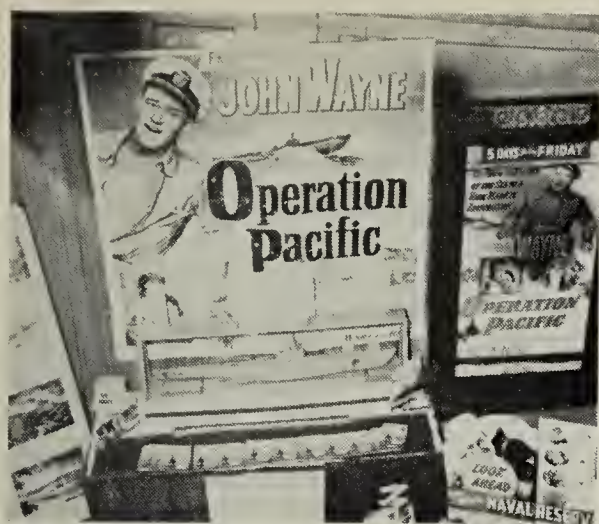
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Herman Comer, manager, S-W Colonial, Philadelphia, recently arranged with the cooperation of the Navy Department and his house electrician, Robert Costello, the above attractive lobby display, featuring a miniature of the U.S.S. Trout, for Warners' "Operation Pacific."

Wilmington

John S. Scope, manager, Manor, Wilmington Manor, Del., was convicted on eight counts of an indictment charging him with showing and advertising a "lewd, lascivious, filthy, and indecent" motion picture known as "Hollywood Peep Show." The guilty verdict was returned in the Court of General Sessions by a jury of nine men and three women. A verdict of innocent was returned by the jury on both of the counts against the Manor's former projectionist, Charles Emerson. Earlier in the day, the two presiding judges, the jury, members of the Attorney General's staff, the defense and their counsel, the court reporter, and witnesses went by chartered bus to the Crest, Woodcrest, Del., for a special showing of the challenged film. Following the jury's verdict, defense attorney Anthony F. Emory was given four days in which to file reasons for a new trial for Scope.

Nicholas A. Caruso, former assistant manager, S-W Warner, is working now at the Buick-Oldsmobile-Pontiac assembly division of General Motors corporation. . . . Chester Gingras, assistant manager, S-W Grand, resigned. . . . Ted Wells, assistant manager, S-W Queen, resigned to open a retail confectionery store in Philadelphia. . . . Russell Gackebach, manager, S-W Grand, was a bronchial pneumonia sufferer, and Arthur Paul Marsden, manager, S-W



T. L. Harrison, Jr., assistant manager, and N. W. Hodgdon, Park, Lexington Park, Md., are shown with some of the naval equipment they recently promoted to exploit Warners' "Operation Pacific."

Towne, was pinch-hitting. Meanwhile, Samuel R. Smith, assistant manager, S-W Towne, was taking care of the Towne. . . . Betty McGinniss, S-W Grand, resigned. . . . Mel Geller and Sam Taus-tin reopened their Brandywine Drive-In.

—HENRY L. SHOLLY

Maryland Baltimore

Fred Perry arranged to have 10,000 spiral throwaways dropped from an airplane announcing the reopening of the Elkton Drive-In, Elkton, Md., and arranged for a cooperative advertising page in The Elkton Whig. Perry will give full time as managing director, Lyceum, Baltimore, Md.

Injuries of a serious nature were suffered by William Champlin when he fell from a ladder, and had to be taken to Maryland General Hospital. He is assistant manager, Little, H. Ted Routson, managing director.

I. M. Rappaport arranged to have Jane Russell at his Hippodrome for personal appearances on the opening day of "The Outlaw." Miss Russell helped the Dicus Family Benefit Fund by taking sub-

scriptions over the phone. There was also a cocktail party in her honor.

Away on vacation were Mr. and Mrs. Frank A. Hornig, Horn, in Atlantic City, N. J.

Joseph G. Samartano, Loew's city manager, and his publicity representative, Jack Sidney, arranged for an actual wedding to take place on the stage of Loew's Century, to promote interest in "Royal Wedding."

Nearly a thousand autos were on hand at the Easter morning sunrise service in the Northpoint Drive-In, loaned for the occasion by the Durkee Circuit.

At Miami, Fla., were Robert M. Scheck, president, Lord Baltimore, accompanied by his managing director, Meyer Leventhal. While in Miami, Leventhal visited his son, Charles, and the latter's family.

J. L. Schanberger, Keith's manager, placed fund boxes for the Damon Runyon Memorial Fund for Cancer Research, and had enrollment blanks for a contest publicized by The News-Post, in connection with "The Lemon Drop Kid."

—JACQUES SHELLMAN

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TRADE SCREENINGS

PHILADELPHIA

WARNERS (230 North 13th) Apr. 9, 2.30; "Goodbye My Fancy" (Joan Crawford, Frank Lovejoy, Eve Arden, Robert Young).

MGM (1233 Summer) Apr. 12, 11, "The Great Caruso" (Mario Lanza, Ann Blyth, Dorothy Kirsten) (Technicolor).

now be reached at Barracks 508, USNTC, Great Lakes, Ill.

Irving Engel, formerly a well known exhibitor, died recently in Deland, Fla.

Loew's Regent staged its own Easter egg hunt that proved a huge success. Twenty-five plastic eggs were hidden in various sections, each containing two guest tickets to "Royal Wedding. A limited number of keys were given to first-nighters, one of which unlocked a "treasure chest" at Royal Jewelers. Grand prize was a set of silverware and coffee table. . . . The Harrisburg Drive-In opened. Prior to the opening, Thomas M. Kerrigan, owner, and Blair Smith, manager, had it over-hauled, including the refreshment stand, the play area, and the parking surface, damaged by winter storms. . . . From Pete Wambach's column in The Evening News: "The Fat Man" diet is beginning to take its toll of flesh. Sam Gilman, manager, Loew's, has taken off 22 pounds.

Barry Sullivan received a good press on his recent visit with his in-laws, the H. E. Browns. Joe Murdock, manager, Senate, took advantage of the opportunity, and had Sullivan pictured with a poster of "Payment On Demand."

Reading

Manager Birk Binnard, Warner, gave a flock of live rabbits to children at a cartoon matinee.

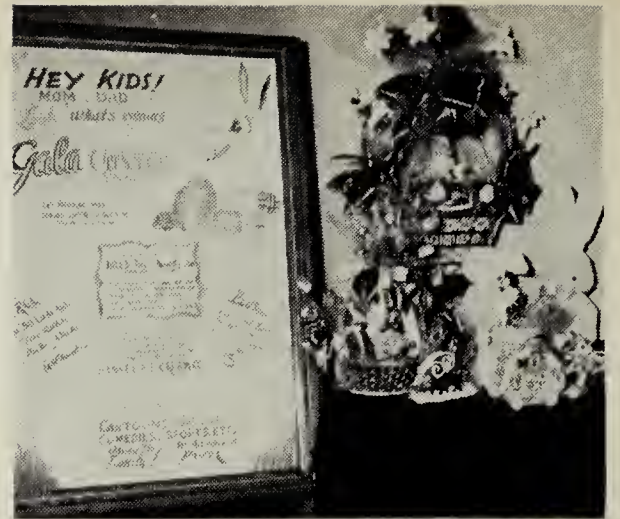
Larry Levy, manager, Loew's, is giving every admission ticket buyer a key to be taken to a Penn Street jeweler. If some one has a key that will unlock a "treasure chest," displayed in the theatre entrance, he or she will get the chest, which contains a complete set of table silver.

The Bloom Furniture Company and Loew's were in another tieup. Mrs. Virginia Gladmond gave a picture lecture in the theatre for the store. The Bigelow-Sanford Carpet Manufacturing Company sponsored the affair, which included motion pictures.

Manager J. Lester Stallman, Astor, placed on the streets an illuminated traveling billboard, drawn by a truck, for "Payment on Demand."

Virginia Lynchburg

Whip Wilson was in a serious automobile accident but medicos gave him the green light to continue his personal appearance tour through April 14. Monica Wilson, wife of the actor, was the most seriously injured of the group, which included three musicians. She was confined to the Lynchburg General



This lobby sign at the Maryland, Hagerstown, Md., announced the special Easter show recently run by manager George N. Payette, Jr. Refreshments and novelties were promoted from merchants.



Producer Stanley Kramer is pictured on the coast as he recently received from Miss Henrietta Raaf the first annual award of the California Teachers' Association for "the best educational film of 1950," UA's "Cyrano de Bergerac."



Mercedes McCambridge, star of I. G. Goldsmith's UA release, "The Scarf," is shown as she arrived in New York City to help in the promotion of the picture.

Hospital with a chipped vertebra and minor face lacerations. Wilson, who suffered a wrenched knee and two black eyes, resumed his tour at the James, Newport News.

Variety Club Tent 13, Philadelphia

A delegation headed by Edward Emanuel attended the funeral of associate member, Lee Ellmaker, publisher, The Philadelphia Daily News, who made it possible to have "Johnny Night" at Shibe Park, where over \$50,000 was raised for underprivileged children at the tent's camp.

"Follow The Sun" was screened through the courtesy of 20th-Fox.



John Ashworth, Edith Meiser, and Arthur Sachson chat before attending the recent screening of Robert Stillman's "Queen For A Day," for UA release, at the Museum of Modern Art, New York City. Ashworth is author of one of the three short stories on which the picture is based, while Miss Meiser is featured in the film. Sachson is Stillman's sales representatives on the east coast.



Hein Heckroth, left, and Emeric Pressburger, production designer and co-producer-director respectively of Lopert's "Tales of Hoffman," meet the press in New York City after their arrival for the recent premiere of the production.

Leonardtown

Harry Mattingly, assistant manager, New, is now working at St. Mary's. . . . Lloyd Goddard is the newest projectionist at the New. . . . New aide Betty Ann Stone was married to Thomas Bennett Clarke, Jr., St. Inigoes, Md. . . . T. L. Harrison, Jr., assistant manager, St. Mary's, his two children, and aide Mae Hall had themselves a lot of fun exploiting 20th-Fox's "I'd Climb The Highest Mountain" riding around in a 1912 Ford around the section attired in goggles, linen dusters, and other costumes of the period

Pennsylvania Gettysburg

Adams County's two drive-ins opened for the 1951 season, and after their first Sunday showings State Police filed charges against them. Harry Clay Bondurant, manager-operator, Caledonia Park-In, Franklin Township, and Richard McCool, Cross Keys Drive-In, Hamilton Township, were both fined \$50 and costs for each Sunday violation last year.

Harrisburg

Harve M. Hanish, whose advertising agency ran the "drive-o-cast" disc jockey shows at the Harrisburg Drive-In, may

Allied Artists

SHORT GRASS—W—Rod Cameron, Cathy Downs, Johnny Mack Brown—Good western—83m.—see Jan. 3 issue—(AA18).

SOUTHSIDE 1-1000—MD—Dan DeFore, Andrea King, George Tobias—Suspense-filled meller has the angles for selling—73m.—see Oct. 25 issue—(AA17).

TO BE REVIEWED OR IN PRODUCTION

DRUMS IN THE DEEP SOUTH—Guy Madison, Barbara Payton, Barton MacLane—(Supercinecolor).

HIGHWAYMAN, THE—Charles Coburn, Wanda Hendrix, Philip Friend—(Cinecolor).

I WAS AN AMERICAN SPY—Ann Dvorak, Gene Evons, Douglas Kennedy—(AA19).

Astor

BADMAN FROM BIG BEND—W—Cal Shrum, Max Terhune, Alta Lee—Routine western—55m.—see Sept. 27 issue.

HOLY YEAR AT THE VATICAN, THE—DOC—"The March of Time" documentary narrated by Monsignor Fulton J. Sheen—Religious entry should appeal in certain situations—66m.—see Sept. 27 issue—(Made in Italy).

Columbia

(1949-50 releases from 201 up)
(1950-51 releases from 301 up)

ACROSS THE BADLANDS—W—Charles Starrett, Smiley Burnette, Helen Mowery—Above average series entry—55m.—see Sept. 27 issue—(262).

AL JENNINGS OF OKLAHOMA—W—Dan Duryea, Gale Storm, Dick Foran—Good western—79m.—see Jan. 31 issue—(Technicolor)—(327).

BETWEEN MIDNIGHT AND DAWN—MD—Mark Stevens, Edmund O'Brien, Gale Storm—Good melodrama—89m.—see Sept. 27 issue—(328).

BLAZING SUN, THE—MUW—Gene Autry, Pat Buttram, Lynne Roberts—Above average Autry—70m.—see Nov. 8 issue—(246).

BORN YESTERDAY—C—Judy Holliday, William Holden, Broderick Crawford—Highly entertaining adult comedy—103m.—see Nov. 22 issue—Leg.: B—(344).

CHAIN GANG—MD—Douglas Kennedy, Marjorie Lord, Emory Parnell—Okeh for the lower half—70m.—see Oct. 11 issue—(313).

COUNTERSPY MEETS SCOTLAND YARD—MD—Howard St. John, Amanda Blake, Ron Randall—Okeh program for the lower half—67m.—see Nov. 22 issue—(307).

EMERGENCY WEDDING—C—Larry Parks, Barbara Hale, Willard Parker—Pleasing comedy—78m.—see Nov. 22 issue—Leg.: B—(332).

FLAME OF STAMBOUL—MD—Richard Denning, Lisa Ferraday, Norman Lloyd—For the lower half—68m.—see Mar. 14 issue—(314).

FLYING MISSILE, THE—MD—Glenn Ford, Viveca Lindfors, Henry O'Neill—Interesting programmer has plenty of selling angles—92m.—see Jan. 3 issue—(335).

FORT SAVAGE RAIDERS—W—Charles Starrett, Smiley Burnette, John Dehner—Above average western—54m.—see Mar. 8 issue—(365).

FULLER BRUSH GIRL, THE—F—Lucille Ball, Eddie Albert, Carl Benton Reid—Entertaining comedy has plenty of selling angles—85m.—see Sept. 27 issue—(239).

FURY OF THE CONGO—AD—Johnny Weissmuller, Sherry Moreland, William Henry—Routine series entry for the duallers—69m.—see Feb. 28 issue—(329).

GASOLINE ALLEY—CD—Scotty Beckett, Jimmy Lydon, Susan Morrow—Film version of comic strip is packed with selling angles—77m.—see Jan. 17 issue—(301).

GENE AUTRY AND THE MOUNTIES—MUW—Gene Autry, Pat Buttram, Elenia Verdugo—Okeh Autry—70m.—see Jan. 31 issue—(351).

GREAT MANHUNT, THE—see State Secret.

HARRIET CRAIG—D—Joan Crawford, Wendell Corey, Lucille Watson—Good women's show—94m.—see Nov. 8 issue—(323).

HE'S A COCKEYED WONDER—C—Mickey Rooney, Terry Moore, William Demarest—Amusing comedy for the duallers—77m.—see Nov. 8 issue—(340).

KILLER THAT STALKED NEW YORK, THE—MD—Evelyn Keyes, Charles Korwin, William Bishop—Exploitation entry is packed with selling angles—79m.—see Dec. 6 issue—(241).

KING OF THE WILD HORSES—OD—Rex, William Janney, Dorothy Appleby—Reissue should appeal to action hogs—66m.—see Mar. 28 issue—(310).

LAST OF THE BUCCANEERS—ACD—Paul Henreid, Jack Oakie, Karin Booth—Fair adventure drama has names to help—79m.—see Oct. 11 issue—(Technicolor)—(341).

LIGHTNING GUNS—W—Charles Starrett, Smiley Burnette, Gloria Henry—Okeh series entry—55m.—see Dec. 20 issue—(361).

"M"—MD—David Wayne, Howard daSilva, Martin Gabel—Engrossing melodrama has the angles for selling—88m.—see Mar. 14 issue—Leg.: B—(347).

MY TRUE STORY—MD—Helen Walker, Willard Parker, Elisabeth Risdon—Okeh meller for the lower half—67m.—see Mar. 14 issue—(308).

OPERATION X—D—Edward G. Robinson, Richard Greene, Peggy Cummins—Robinson name ought to help fair drama—79m.—see Jan. 3 issue—(English-made)—(333).

PRAIRIE ROUNDUP—W—Charles Starrett, Smiley Burnette, Mary Castle—Okeh "Durango Kid"—53m.—see Jan. 31 issue—(363).

PYGMY ISLAND—MD—Johnny Weissmuller, Ann Savage, David Bruce—Routine series offering for the lower half—69m.—see Nov. 22 issue—(342).

RAIDERS OF TOMAHAWK CREEK—W—Charles Starrett, Smiley Burnette, Kay Buckley—Okeh series entry—55m.—see Nov. 8 issue—(362).

REVENUE AGENT—MD—Douglas Kennedy, Jean Willies, Onslow Stevens—Okeh for the duallers—72m.—see Dec. 20 issue—(312).

RIDIN' THE OUTLAW TRAIL—W—Charles Starrett, Smiley Burnette, Sunny Vickers—Okeh "Durango Kid"—56m.—see Feb. 14 issue—(364).

ROOKIE FIREMAN—MD—Bill Williams, Barton MacLane, Marjorie Reynolds—For the lower half—63m.—see Sept. 13 issue—(311).

EXHIBITOR

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SECTION 2
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APRIL 4, 1951

STAGE TO TUSCON—W—Rod Cameron, Wayne Morris, Kay Buckley—Good western—82m.—see Dec. 20 issue—(Technicolor)—(334).

STATE SECRET (The Great Manhunt)—MD—Douglas Fairbanks, Jr., Glynis Johns, Jack Hawkins—Meller rates with the better imports—97m.—see Oct. 11 issue—(English-made)—(331).

TEXAN MEETS CALAMITY JANE, THE—W—Evelyn Ankers, James Ellison, Lee White—Color may help mild western—71m.—see Oct. 25 issue—(Cinecolor)—(303).

TEXANS NEVER CRY—MUW—Gene Autry, Pat Buttram, Mary Castle—Standard Autry—66m.—see Mar. 14 issue—(352).

TOUGHER THEY COME, THE—MD—Wayne Morris, Preston Foster, Kay Buckley—Okeh programmer for the duallers—69m.—see Dec. 6 issue—(305).

VALENTINO—BD—Anthony Dexter, Eleanor Parker, Richard Carlson, Patricia Medina—Should ride into the better money—105m.—see Feb. 14 issue—Leg.: B—(Technicolor)—(320).

VATICAN, THE—DOC—Documentary of life in the Vatican—Good entry for art houses and Catholic audiences—38m.—see Sept. 27 issue—(Technicolor)—(Made in Italy).

WHEN YOU'RE SMILING—MUCD—Jerome Courtland, Lola Albright, Frankie Laine—Okeh exploitation entry—75m.—see Sept. 13 issue—(304).

YANK IN KOREA, A—MD—Lon McCallister, William Phillips, Sunny Vickers—Topical film will fit into the duallers—73m.—see Feb. 14 issue—(346).

TO BE REVIEWED OR IN PRODUCTION

BAREFOOT MAILMAN, THE—Robert Cummings, Terry Moore, Jerome Courtland—(Supercinecolor).

BONANZA TOWN—Charles Starrett, Smiley Burnette—(367).

BIG GUSHER, THE—Wayne Morris, Preston Foster, Dorothy Patrick.

BRAVE BULLS, THE—Mel Ferrer, Jose Torrey, Miroslava—(321).

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or unclassified by the Legion.

Abbreviations following titles indicate type of picture.

ACD—Action drama	MUCD—Musical comedy drama
AD—Adventure drama	MU—Musical
ACMU—Action musical	MUSAT—Musical satire
ADMD—Adult melodrama	MUW—Musical western
BID—Biographical drama	MY—Mystery
BIDMU—Biographical drama with music	MYC—Mystery comedy
C—Comedy	MYCM—Mystery comedy musical
CAR—Cartoon feature	MYD—Mystery drama
CD—Comedy drama	MYMD—Mystery melodrama
CDMU—Comedy drama musical	MYMU—Mystery musical
CFAN—Comedy fantasy	MYW—Mystery western
CFANMU—Comedy fantasy musical	NOV—Novelty
CMD—Comedy melodrama	OPC—Operatic comedy
CMU—Comedy musical	OPD—Operatic drama
COMP—Compilation	OD—Outdoor drama
COSMD—Costume melodrama	OMD—Outdoor melodrama
D—Drama	PD—Psychological drama
DFAN—Drama fantasy	ROMC—Romantic comedy
DMU—Dramatic musical	ROMCMU—Romantic comedy musical
DOC—Documentary	ROMD—Romantic drama
DOCD—Documentary drama	ROMDMU—Romantic drama with music
DOCMD—Documentary melodrama	SAT—Satire
ED—Educational feature	SCD—Sex comedy drama
F—Farce	TRAV—Travelogue
FAN—Fantasy	W—Western
FANMU—Fantasy musical	WC—Western comedy
FMD—Factual melodrama	WCMU—Western comedy musical
FMU—Farce musical	WD—Western drama
HISD—Historical drama	WMD—Western melodrama
MDMU—Melodrama musical	WMDMU—Western melodrama musical
MD—Melodrama	WMU—Western musical
MUC—Musical comedy	

CHINA CORSAIR—Jon Hall, Lisa Ferraday, Ron Rondell.

CRIMINAL LAWYER—Pat O'Brien, Jane Wyatt, Mike Mazurki.

CYCLONE FURY—Charles Starrett, Smiley Burnette.

FIVE—William Phipps, Susan Douglas, James Anderson.

HARLEM GLOBETROTTERS, THE—Thomas Gomez, Dorothy Dandridge, The Harlem Globetrotters.

HER FIRST ROMANCE—Margaret O'Brien, Allen Martin, Jr., Joseph Fallon.

HURRICANE ISLAND—Jon Hall, Marle Windsor, Rome Vincent—(Supercinecolor).

LEFTY FARRELL—Elizabeth Scott, Terry Moore, Alexander Knox.

LORNA DOONE—Barbara Hale, Richard Greene, Wally Bishop—(Technicolor)—(336).

MAGIC CARPET—Lucille Ball, John Agar, Patricia Medina—(Supercinecolor).

MASK OF THE AVENGER—John Derek, Jody Lawrence, Anthony Quinn—(Technicolor).

NO HELP FROM HEAVEN—Dane Clark, Cathy O'Donnell, Tom Drake.

OUTLAW TAMER, THE—Charles Starrett, Smiley Burnette, Nancy Saunders.

PICKUP—Beverly Michaels, Hugo Haas, Allan Nixon.

REMEMBER THAT FACE—Broderick Crawford, Betty Buehler, Otto Hulett.

SANTA FE—Randolph Scott, Janis Carter, Jerome Courtland—(Technicolor)—(330).

SATURDAY'S HERO—John Derek, Donna Reed, Otto Hulett—(318).

SECRET, THE—John Derek, Lee J. Cobb, Jody Lawrence.

SILVER CANYON—Gene Autry, Gail Davis, Pat Buttram.

SIROCCO—Humphrey Bogart, Lee J. Cobb, Marta Taren.

SMUGGLER'S GOLD—Cameron Mitchell, Amanda Blake, Carl Benton Reid—(315).

SNAKE RIVER DESPERADOES—Charles Starrett, Smiley Burnette—(366).

SON OF DR. JEKYLL—Louis Hayward, Alexander Knox, Jody Lawrence.

SUNNY SIDE OF THE STREET—Jerome Courtland, Terry Moore, Lynn Bari—(Supercinecolor).

TEXAS RANGERS—George Montgomery, Gale Storm, John Litel—(Supercinecolor)—(325).

WHEN THE REDSKINS RODE—Jon Hall, Mary Castle, Sherry Moreland—(Supercinecolor)—(339).

WHIRLWIND—Gene Autry, Smiley Burnette, Gail Davis.

WHISTLE AT EATON FALLS, THE—Dorothy Gish, Lloyd Bridges, Carleton Carpenter.

Eagle Lion Classics

(1949-50 releases from 001 up)
(1950-51 releases from 201 up)

BLUE LAMP, THE—MD—Jack Warner, Jimmy Hanley, Gwynne Whitby—Good British meller—84m.—see Jan. 31 issue—(English-made)—(016).

BORDER OUTLAWS—W—Spade Cooley, Maria Hart, Bill Edwards—Routine western—58m.—see Dec. 6 issue—(260).

CATTLE QUEEN—W—Maria Hart, Drake Smith, William Fawcett—Routine western—69m.—see Feb. 14 issue.

CIRCLE OF DANGER—D—Ray Milland, Patricia Roc, Marius Goring—Name draw will have to make the difference—90m.—see Mar. 28 issue—(English-made)—(207).

GOLDEN SALAMANDER—MD—Trevor Howard, Anouk, Herbert Lom—Interesting import has appeal for class, art spots—96m.—see Dec. 6 issue—(English-made)—(Made in North Africa)—(271).

I KILLED GERONIMO—W—James Ellison, Virginia Herrick, Chief Thundercloud—Good Indian war thriller for the duallers—61m.—see Oct. 25 issue—(071).

KANGAROO KID, THE—W—Jack O'Mahoney, Guy Doleman, Veda Ann Borg—For the lower half—73m.—see Oct. 11 issue—(Australian-made)—(037).

KOREA PATROL—DOCMD—Richard Emory, Benson Fong, Teri Duna—Timely exploitation entry has the angles—57m.—see Dec. 20 issue—(211).

LONG DARK HALL, THE—MYMD—Rex Harrison, Lilli Palmer, Tania Held—Import has restricted appeal—88m.—see Mar. 14 issue—(English-made).

MISTER UNIVERSE—F—Jack Carson, Jank Palge, Bert Lahr, Robert Alda—Satire on wrestling racket packs plenty of laughs—90m.—see Jan. 17 issue—(208).

MY BROTHER, THE OUTLAW (My Outlaw Brother)—W—Mickey Rooney, Wanda Hendrix, Robert Preston—Names should help interesting programmer—82m.—see Feb. 14 issue—(Made in Mexico)—(209).

MY OUTLAW BROTHER—see My Brother The Outlaw.

ONE MINUTE TO TWELVE—D—Lars Hanson, Gunnel Brostrom, Anna Lindahl—Intriguing import may have appeal for some art spots—78m.—see Jan. 17 issue—(Swedish-made)—(English dubbing)—(203).

PAPER GALLOWS—MD—Dermot Walsh, Rona Anderson, John Bentley—Average import for the lower half—68m.—see Nov. 22 issue—(English-made)—(272).

PREHISTORIC WOMEN—NOV—Laurette Luez, Allan Nixon, Mara Lynn—Novelty has loads of exploitation angles—74m.—see Dec. 20 issue—Leg.: B—(Cinecolor)—(205).

ROGUE RIVER—OMD—Rory Calhoun, Peter Graves, Ellye Marshall—Okeh program meller for the duallers—82m.—see Dec. 6 issue—Leg.: B—(Cinecolor)—(201).

SCOTT OF THE ANTARCTIC—AD—John Mills, Derek Bond, Harold Warrender—Adventure drama will have most appeal for the art and class houses—102m.—see Apr. 13, '49 issue—(English-made)—(Rank)—(Technicolor).

SECOND FACE, THE—D—Ella Raines, Bruce Bennett, Rita Johnson—Dramatic entry will fit into the duallers—77m.—see Dec. 20 issue—Leg.: B—(204).

SKIPALONG ROSEBLOOM—NOVW—Maxie Rosenbloom, Max Baer, Hillary Brooke—Novelty has plenty of selling angles—72½m.—see Feb. 28 issue—(213).

SO LONG AT THE FAIR—D—Jean Simmons, Dirk Bogarde, David Tomlinson—Interesting import for the art, class spots—85m.—see Jan. 31 issue—(English-made)—(270).

SUN SETS AT DAWN, THE—Sally Parr, Philip Shawn, duallers—72m.—see Nov. 22 issue—(212).

Walter Reed—Interesting dramatic entry for the **TAMING OF DOROTHY, THE**—F—Jean Kent, Robert Beatty, Margaret Rutherford—Pleasing import for the lower half—75m.—see Dec. 6 issue—Leg.: B—(Made in Italy)—(273).

THEY WERE NOT DIVIDED—D—Edward Underdown, Ralph Clanton, Helen Cherry—British import will have appeal only for a few spots—90m.—see Mar. 14 issue—(English-made).

TIMBER FURY—ACD—David Bruce, Laura Lee, Nicola Di Bruno—Routine dualler—63m.—see Aug. 2 issue—(066).

TWO LOST WORLDS—AD—Laura Elliott, Jim Arness, Gloria Petroff—Exploitable adventure yarn for the duallers—65m.—see Dec. 6 issue—(202).

WICKED CITY, THE—MD—Marla Montez, Jean-Pierre Aumont, Lilli Palmer—Mediocre import—75m.—see Dec. 20 issue—(French-made)—(206).

TO BE REVIEWED OR IN PRODUCTION

HOODLUM, THE—Laurence Tierney, Allene Roberts, Edward Tierney.

NAUGHTY ARLETTE—Mai Zetterling, Hugh Williams, Paul Dupuis—Leg.: B—(English-made)—(86m.)—(274).

OLIVER TWIST—Robert Newton, Alec Guinness, Kay Walsh—(English-made)—(828).

VOLCANO—Anna Magnani, Geraldine Brooks—Leg.: B—(Italian-made)—(210).

WHEN I GROW UP—Robert Preston, Martha Scott, Bobby Driscoll.

Hallmark

ONE TOO MANY—D—Ruth Warrick, Richard Travis, Ginger Prince—Exploitation film is packed with selling angles—105m.—see Dec. 20 issue.

TO BE REVIEWED OR IN PRODUCTION

SECRETS OF BEAUTY—Julie Bishop, Richard Denning, Ern Westmore.

SHE SHOULD SAID NO—Lila Leeds, Alan Baxter, Lyle Talbot—85m.

Lippert

(SCREEN GUILD)

(1949-50 releases from 4901 up)
(1950-51 releases from 5001 up)

BANDIT QUEEN—MD—Barbara Britton, Barton MacLane, Willard Parker—Good meller for the duallers—69m.—see Dec. 20 issue—(5011).

BORDER RANGERS—W—Don Barry, Robert Lowery, Pamela Blake—Routine western—57m.—see Oct. 11 issue—(4933).

CROOKED RIVER—W—James "Shamrock" Ellison, Russ "Lucky" Hayden, Betty Adams—Okeh western—55m.—see Sept. 27 issue—(4926).

FINGERPRINTS DON'T LIE—MD—Richard Travis, Sheila Ryan, Sid Melton—For the lower half—54m.—see Mar. 14 issue—(5015).

GUNFIRE—W—Don Barry, Pamela Blake, Robert Lowery—Routine western—59m.—see Nov. 8 issue—(4932).

HOLIDAY RHYTHM—CMU—Mary Beth Hughes, David Street, Wally Vernon—Pleasing musical for the lower half—60, 70m.—see Oct. 25 issue—(4911).

I SHOT BILLY THE KID—W—Don Barry, Robert Lowery, Wendy Lee—Title may help routine western—57m.—see Sept. 13 issue—(4931).

MASK OF THE DRAGON—MYD—Richard Travis, Sheila Ryan, Sid Melton—For the lower half—54m.—see Mar. 28 issue—(5013).

RETURN OF JESSE JAMES, THE—W—John Ireland, Ann Dvorak, Henry Hull—Standard western—74m.—see Sept. 13 issue—(4907).

STEEL HELMET, THE—D—Robert Hutton, Steve Brodie, James Edwards, Gene Evans—Exploitation show is packed with selling angles—86m.—see Jan. 17 issue—(5009).

3 DESPERATE MEN—WMD—Preston Foster, Jim Davis, Virginia Grey—Familiar western melodrama will fit into the duallers—71m.—see Jan. 31 issue—(5006).

TRAIN TO TOMBSTONE—W—Don Barry, Robert Lowery, Judith Allen—Routine western—57m.—see Dec. 6 issue—(4934).

TO BE REVIEWED OR IN PRODUCTION

DANGER ZONE—Hugh Beaumont, Pamela Blake, Tom Neal—(5017).

KENTUCKY JUBILEE—Jerry Colonna, Jean Porter, James Ellison—(5007).

LITTLE BIG HORN—John Ireland, Lloyd Bridges, Marie Windsor—(5003).

PIER 23—Hugh Beaumont, Ann Savage, Edward Braphy—(5018).

ROARING CITY—Hugh Beaumont, Richard Travis, Joan Valerie—(5016).

SAVAGE DRUMS—Sabu, Lita Baron, Sid Melton.

STOP THAT CAB—Sid Melton, Iris Adrian, Tom Neal—(5014).

YES SIR, MR. BONES—Flournoy Miller, Jimmy O'Brien, Monette Moore.

Metro

(1949-50 releases from 1 up)
(1950-51 releases from 101 up)

CAUSE FOR ALARM—D—Loretta Young, Barry Sullivan, Bruce Cowling—Interesting programmer—74m.—see Jan. 31 issue—(118).

DIAL 1119—MD—Marshall Thompson, Virginia Field, Andrea King—Okeh melodrama for the duallers—74m.—see Sept. 27 issue—(107).

FATHER'S LITTLE DIVIDEND—C—Spencer Tracy, Joan Bennett, Elizabeth Taylor—Good comedy—81m.—see Feb. 28 issue—(124).

GO FOR BROKE—MD—Van Johnson, Lane Nakano, George Miki—High rating—90m.—see Mar. 28 issue.

GROUNDS FOR MARRIAGE—C—Van Johnson, Kathryn Grayson, Paula Raymond—Pleasing comedy—91m.—see Dec. 20 issue—Leg.: B—(114).

INSIDE STRAIGHT—MD—David Brian, Arlene Dahl, Barry Sullivan, Mercedes McCambridge—Names should help interesting melodrama—87m.—see Mar. 14 issue—Leg.: B—(123).

KIM—HISTD—Errol Flynn, Dean Stackwell, Laurette Luez—Picturization of classic is crammed with merchandising angles—112m.—see Dec. 20 issue—(Technicolor)—(Made in India)—(185).

KING SOLOMON'S MINES—AD—Deborah Kerr, Stewart Granger, Richard Carlson—High rating adventure drama—102m.—see Sept. 27 issue—(Technicolor)—(Made in Africa)—(109).

MAGNIFICENT YANKEE, THE—BID—Louis Calhern, Ann Harding, Eduard Franz—High rating—89m.—see Nov. 22 issue—(116).

METRO-GOLDWYN-MAYER STORY, THE—COMP—All star cast—Free MGM feature trailer should hold interest—56m.—see Mar. 14 issue—(Partly Technicolor)—(145).

MINIVER STORY, THE—MD—Greer Garson, Walter Pidgeon, John Hodiak—Names should help women's show—104m.—see Oct. 11 issue—Leg.: B—(Made in England)—(106).

MRS. O'MALLEY AND MR. MALONE—C—Marjorie Main, James Whitmore, Ann Dvorak—Pleasing comedy for the duallers—69m.—see Nov. 8 issue—Leg.: B—(111).

PAGAN LOVE SONG—CDMU—Esther Williams, Howard Keel, Minna Gambell—Star draw should help pleasing entry—76m.—see Jan. 3 issue—(Technicolor)—(112).

PAINTED HILLS, THE—OMD—Lassie, Paul Kelly, Bruce Cowling—Good far small town, family trade—68m.—see Mar. 28 issue—(Technicolor)—(125).

ROYAL WEDDING—MUC—Fred Astaire, Jane Powell, Peter Lawford—High rating—92m.—see Feb. 14 issue—(Technicolor)—(121).

SOLDIERS THREE—CD—Stewart Granger, Walter Pidgeon, David Niven, Greta Gynt—Names will make the difference—90m.—see Mar. 28 issue—(126).

TERESA—D—Pier Angeli, John Ericson, Patricia Colline—Sensitive, interesting drama should have most appeal for class spots—102m.—see Feb. 28 issue—(Partly made in Italy).

THREE GUYS NAMED MIKE—CD—Jane Wyman, Van Johnson, Howard Keel, Barry Sullivan—Pleasing comedy—90m.—see Feb. 14 issue—(119).

TO PLEASE A LADY—ACD—Clark Gable, Barbara Stanwyck, Adolphe Menjou—Fair drama will have to depend on name draw—92m.—see Oct. 11 issue—(105).

TOAST OF NEW ORLEANS, THE—MU—Kathryn Grayson, Mario Lanza, David Niven—Good musical—96m.—see Sept. 13 issue—(Technicolor)—(103).

TWO WEEKS WITH LOVE—CMU—Jane Powell, Ricarda Montalban, Louis Calhern, Ann Harding—Pleasing musical—92m.—see Oct. 25 issue—(Technicolor)—(108).

VENGEANCE VALLEY—WMD—Burt Lancaster, Robert Walker, Joanne Dru—Good western melodrama—82m.—see Feb. 14 issue—(Technicolor)—(117).

WATCH THE BIRDIE—F—Red Skelton, Arlene Dahl, Ann Miller—Mild Skelton for the duallers—71m.—see Dec. 6 issue—(113).

TO BE REVIEWED OR IN PRODUCTION

ACROSS THE WIDE MISSOURI—Clark Gable, Maria Elena Marques, John Hodiak, Ricarda Montalban, Adolphe Menjou—(Technicolor).

AMERICAN IN PARIS, AN—Gene Kelly, Leslie Caron, Oscar Levant—(Technicolor)—(122).

ANGELS IN THE OUTFIELD—Paul Douglas, Janet Leigh, Jonathan Cott.

BANNER LINE—Sally Forrest, Keefe Brasselle, Lionel Barrymore.

BIG APPLE, THE—Lana Turner, Robert Taylor, Van Johnson.

CALLING BULLDOG DRUMMOND—Walter Pidgeon, Margaret Leighton, Robert Beatty—(Made in England).

EXCUSE MY DUST—Red Skelton, Macdonald Carey, Sally Forrest—(Technicolor).

GREAT CARUSO, THE—Mario Lanza, Ann Blyth, Dorothy Kirsten—(Technicolor)—(127).

HEADLINE STORY, THE—Donald Crisp, Jeffrey Lynn, Marjorie Reynolds.

IT'S A BIG COUNTRY—Ethel Barrymore, Van Johnson, Fredric March, William Powell.

KIND LADY—Ethel Barrymore, Maurice Evans, Angelo Lansbury.

LAW AND LADY LOVERLY, THE—Greer Garson, Michael Wilding, Marjorie Main.

LOVE IS BETTER THAN EVER—Elizabeth Taylor, Larry Parks, Josephine Hutchinson.

MR. IMPERIUM—Lana Turner, Ella Pinza, Marjorie Main, Sir Cedric Hardwicke—(Technicolor).

NO QUESTIONS ASKED—Barry Sullivan, Arlene Dahl, George Murphy.

NORTH COUNTRY, THE—Stewart Granger, Wendell Corey—(Technicolor).

PANDORA AND THE FLYING DUTCHMAN—Ava Gardner, James Mason, Nigel Patrick—(Technicolor)—(Made in Europe).

PEOPLE AGAINST O'HARA, THE—Spencer Tracy, Pat O'Brien, Diana Lynn.

PEOPLE IN LOVE—Ray Milland, John Hodiak, Nancy Davis.

PLYMOUTH ADVENTURE—Spencer Tracy, Deborah Kerr, Van Johnson.

QUO VADIS—Robert Taylor, Deborah Kerr, Leo Genn—(Technicolor)—(Made in Italy).

RAIN, RAIN GO AWAY—James Whitmore, Nancy Davis, Jean Hagen.

RED BADGE OF COURAGE, THE—Audie Murphy, Bill Mauldin, Royal Dano—(121).

RICH, YOUNG AND PRETTY—Jane Powell, Vic Damone, Danielle Darrieux—(Technicolor).

SHOWBOAT—Kathryn Grayson, Howard Keel, Ava Gardner, Joe E. Brown—(Technicolor).

STANDOFF—Marshall Thompson, Keefe Brasselle, Virginia Field.

STRICTLY DISHONORABLE—Ezio Pinza, Janet Leigh, Mildred Mitchell.

STRIP, THE—Mickey Rooney, Sally Forrest, James Craig.

TALL TARGET, THE—Dick Powell, Paula Raymond, Adolphe Menjou.

TEXAS CARNIVAL—Esther Williams, Red Skelton, Howard Keel—(Technicolor).

THEY ALL SING—Mario Lanza, Frank Sinatra, Mickey Rooney, Jimmy Durante.

THIN KNIFE, THE—Walter Pidgeon, Ann Harding, Lewis Stone.

WELCOME TO PARIS—Jane Powell, Vic Damone, Fernando Lamas—(Technicolor).

Monogram

(1949-50 releases from 4901 up)
(1950-51 releases from 5001 up)

ABILENE TRAIL—W—Whip Wilson, Andy Clyde, Neel Neill—Average Wilson—64m.—see Feb. 14 issue—(4946).

BIG TIMBER—MD—Roddy McDawall, Jeff Donnell, Lyn Thomas—For the duallers—73m.—see Oct. 25 issue—(4908).

BLUE BLOOD—MD—Bill Williams, Jane Nigh, Arthur Shields—Good horse racing yarn for neighborhood and family audiences—72m.—see Jan. 31 issue—(Cinecolor)—(4904).

BLUES BUSTERS—CMU—Leo Gorcey, Huntz Hall, Adela Jergens—Better series entry for the duallers—67m.—see Nov. 8 issue—(4916).

BOWERY BATTALION—CMD—Leo Gorcey, Huntz Hall, Virginia Hewitt—Amusing series entry—68m.—see Jan. 17 issue—(5111).

CALL OF THE KLONDIKE—MD—Kirby Grant, Chinook Anne Gwynne—Okeh programmer for the lower half—66m.—see Dec. 20 issue—(4920).

CHEROKEE UPRISING—W—Whip Wilson, Andy Clyde, Lois Hall—Standard Whip Wilson—57m.—see Nov. 8 issue—(4944).

COLORADO AMBUSH—W—Johnny Mack Brown, Myron Healey, Lois Hall—Okeh western—52m.—see Jan. 31 issue—(4955).

FATHER'S WILD GAME—CD—Raymond Walburn, Walter Catlett, Jane Darwell—Satisfactory series entry—61m.—see Dec. 6 issue—(5125).

GYPSY FURY—COSD—Viveca Lindfors, Christopher Kent, Johnny Chambo—Interesting import—94m.—see Feb. 14 issue—(Made in Sweden)—(English dialogue)—(5192).

HIDDEN CITY, THE—AD—Johnny Sheffield, Sue England, Paul Guilfoyle—Okeh "Bomba" entry for the lower half—71m.—see Oct. 25 issue—(4906).

HOT ROD—MD—James Lydon, Gloria Winters, Gil Stratton—Okeh action for the duallers—61m.—see Oct. 25 issue—(4918).

JOE PALOOKA IN THE SQUARED CIRCLE—CMD—Joe Kirkwood, Jr., James Gleason, Lois Hall—Okeh series entry—63m.—see Nov. 22 issue—(5117).

LAW OF THE PANHANDLE—W—Johnny Mack Brown, Jane Adams, Riley Hill—Okeh western—55m.—see Oct. 11 issue—(4953).

MODERN MARRIAGE, A—D—Reed Hadley, Margaret Field, Robert Clarke—Interesting drama offers many merchandising opportunities—65m.—see Sept. 13 issue—(5199).

NAVY BOUND—ACD—Tom Neal, Wendy Waldron, Regis Toomey—Good lower half entry—60m.—see Mar. 14 issue—(5120).

OUTLAWS OF TEXAS—W—Whip Wilson, Andy Clyde, Phyllis Coates—Series average—56m.—see Dec. 20 issue—(4945).

OVER THE BORDER—W—Johnny Mack Brown, Wendy Waldron, Myron Healey—Good series entry—57½m.—see May 24 issue—(4952).

OUTLAW GOLD—W—Johnny Mack Brown, Jane Adams, Myron Healey—Okeh western—51m.—see Dec. 6 issue—(4954).

RHYTHM INN—CMU—Jane Frazee, Kirby Grant, Charles Smith—Amusing programmer for the lower half—73m.—see Feb. 14 issue—(5115).

SIERRA PASSAGE—OMD—Wayne Morris, Lola Albright, Alan Hale, Jr.—Interesting outdoor melodrama—81½m.—see Jan. 3 issue—(5107).

SILVER RAIDERS—W—Whip Wilson, Andy Clyde, Virginia Herrick—Good series entry—55m.—see Sept. 27 issue—(4943).

VICIOUS YEARS, THE—D—Tommy Cook, Gar Moore, Sybil Merritt—Neat drama for the lower half—79m.—see Mar. 1 issue—(Originally distributed by Film Classics)—(5191).

TO BE REVIEWED OR IN PRODUCTION

ACCORDING TO MRS. HOYLE—Spring Byington, Tani Chandler, Stephen Chase—(5122).

BLAZING BULLETS—Johnny Mack Brown, Lois Hall, Myron Healey—(5142).

CANYON RAIDERS—Whip Wilson, Fuzzy Knight, Phyllis Coates—(5151).

CASA MANANA—Robert Clarke, Virginia Welles, Carol Brewster.

CAVALRY SCOUT—Rod Cameron, Jim Davis, Audrey Lang—(Cinecolor)—(5101).

FATHER TAKES THE AIR—Raymond Walburn, M'Lisa McClure, James Brown.

GHOST CHASERS—Leo Gorcey, Huntz Hall, Jan Kayne—(5112).

LION HUNTERS, THE—Johnny Sheffield, Ann Todd, Max Throver—(5109).
 MAN FROM SONORA—Johnny Mack Brown, Phyllis Coates, Lyle Talbot—(5141).
 NEVADA BADMEN—Whip Wilson, Fuzzy Knight, Phyllis Coates—(5152).

Paramount

(1949-50 releases from 4901 up)
 (1950-51 releases from 5001 up)

AT WAR WITH THE ARMY—F—Dean Martin, Jerry Lewis, Polly Bergen—Star draw will make the difference—93m.—see Dec. 20 issue—(5014).
 BRANDED—OACD—Alan Ladd, Mona Freeman, Charles Bickford—Good outdoor show—94m.—see Dec. 6 issue—(Technicolor)—(5009).
 CASSINO TO KOREA—DOC—Narrated by Quentin Reynolds, Sergeant James Logan, Jackson Beck—High grade documentary—58m.—see Oct. 11 issue—(5008).
 DEAR WIFE—C—William Holden, Joan Caulfield, Edward Arnold—Pleasing comedy—87m.—see Nov. 9 issue—(4912).
 GOLDBERGS, THE (Molly)—C—Gertrude Berg, Phillip Loeb, Eli Mintz—High rating comedy—83m.—see Dec. 6 issue—(5011).
 GREAT MISSOURI RAID, THE—WD—Wendell Corey, MacDonald Carey, Ellen Drew—Names should help fast-moving outdoor show—85m.—Leg.: B—see Dec. 6 issue—(Technicolor)—(5013).
 LEMON DROP KID, THE—C—Bob Hope, Marilyn Maxwell, Lloyd Nolan—Hope starrer should ride into the better money—91m.—see Mar. 28 issue—Leg.: B—(5018).
 LET'S DANCE—MU—Betty Hutton, Fred Astaire, Roland Young—Highly entertaining entry should ride into the better grosses—112m.—see Sept. 13 issue—(Technicolor)—(5006).
 MATING SEASON, THE—C—Gene Tierney, John Lund, Thelma Ritter—High rating—101m.—see Jan. 17 issue—(5016).
 MOLLY—see Goldbergs, The
 MR. MUSIC—CMU—Bing Crosby, Nancy Olson, Charles Coburn—Should ride into the better grosses—113m.—see Sept. 13 issue—(5007).
 QUEBEC—MD—John Barrymore, Jr., Corinne Calvet, Barbara Rush—Historical spectacle will need plenty of push—85m.—see Mar. 14 issue—Leg.: B—(Made in Canada)—(Technicolor)—(5017).
 REDHEAD AND THE COWBOY, THE—OMD—Glenn Ford, Edmond O'Brien, Rhonda Fleming—Names should help interesting outdoor melodrama—82m.—see Dec. 20 issue—(5015).
 SAMSON AND DELILAH—HISTD—Hedy Lamarr, Victor Mature, George Sanders—Excellent entertainment—128m.—see Jan. 17 issue—(Technicolor)—(5010).
 SEPTEMBER AFFAIR—ROMD—Joan Fontaine, Joseph Cotton, Francoise Rosay—Good romance for the femme trade—104m.—see Oct. 25 issue—Leg.: B—(Partly filmed in Italy)—(5012).
 TRIO—CD—Jean Simmons, James Hayter, Kathleen Harrison, Felix Aylmer, Nigel Patrick—Well-made class entry is best for art spots—91m.—see Sept. 27 issue—(English-made).
 TRIPOLI—AMD—Maureen O'Hara, John Payne, Howard da Silva—Colorful adventure entry has plenty of selling angles—95m.—see Oct. 11 issue—(Technicolor)—(5005).
 UNION STATION—MD—William Holden, Nancy Olson, Barry Fitzgerald—Good program melodrama—80m.—see Sept. 13 issue—(5002).

TO BE REVIEWED OR IN PRODUCTION

AARON SLICK FROM PUNPKIN CRICK—Alan Young, Dinah Shore, Robert Merrill—(Technicolor).
 ACE IN THE HOLE—Kirk Douglas, Jan Sterling, Porter Hall—112m.—(5023).
 APPOINTMENT WITH DANGER—Alan Ladd, Phyllis Calvert, Blossom Plumb—89m.—(5019).
 CARRIE—Laurence Olivier, Jennifer Jones, Eddie Albert.
 COUNTER INTELLIGENCE—Gene Tierney, Ray Milland.
 CROSSWINDS—John Payne, Rhonda Fleming, Forrest Tucker.
 DARLING, HOW COULD YOU?—Joan Fontaine, John Lund, Peter Hanson.
 DEAR BRAT—Mona Freeman, Billy DeWolfe, Edward Arnold—82m.—(5021).
 DETECTIVE STORY—Kirk Douglas, Eleanor Parker, William Bendix.
 DEVIL'S CANYON—Sterling Hayden, Gail Russell, Victor Jory—(Technicolor).
 EAGLES OF THE NAVY—Alan Ladd, William Bendix.
 FLAMING FEATHER—Sterling Hayden, Barbara Rush, Forest Tucker—(Technicolor).
 GREATEST SHOW ON EARTH, THE—Betty Hutton, James Stewart, Dorothy Lamour—(Technicolor).
 HERE COMES THE GROOM—Bing Crosby, Jane Wyman, Franchot Tone.
 LAST OUTPOST, THE—Ronald Reagan, Rhonda Fleming, Bruce Bennett—(Technicolor).
 MY FAVORITE SPY—Bob Hope, Hedy Lamarr, Arnold Mars.
 MY SON JOHN—Helen Hayes, Van Heflin, Robert Walker.
 PASSAGE WEST—John Payne, Arleen Whelan, Dennis O'Keefe—(Technicolor)—80m.—(5022).
 PEKING EXPRESS—Joseph Cotten, Corinne Calvet, Edmund Gwenn.
 PLACE IN THE SUN, A—Montgomery Clift, Elizabeth Taylor, Shelley Winters—(5025).
 QUANTRELL'S RAIDERS—Alan Ladd, John Ireland, Arthur Kennedy—(Technicolor).
 RAGE OF THE VULTURE—Charles Boyer, Alan Ladd, Deborah Kerr, Corinne Calvet.
 RHUBARB—Ray Milland, Jan Sterling, Gene Lockhart.
 SOMETHING TO LIVE FOR—Ray Milland, Teresa Wright, Joan Fontaine.
 STOOGE, THE—Dean Martin, Jerry Lewis, Polly Bergen.
 SUBMARINE COMMAND—William Holden, Nancy Olson, John Lund.
 THAT'S MY BOY—Dean Martin, Jerry Lewis, Polly Bergen—(5026).
 WARPATH—Edmond O'Brien, Dean Jagger, Polly Bergen—(Technicolor)—(5024).
 WHEN WORLDS COLLIDE—Peter Hanson, John Hoyt, Judith Ames—(Technicolor).

RKO

(1949-50 releases from 001 up)
 (1950-51 releases from 101 up)

BOMBARDIER—MD—Pat O'Brien, Randolph Scott, Ann Shirley—Reissue war story has names to sell—99m.—see Dec. 6 issue—(161).
 BORDER TREASURE—W—Tim Holt, Richard Martin, Jane Nigh—Routine series entry—59m.—see Sept. 13 issue—(105).
 CHINA SKY—MD—Randolph Scott, Ruth Warrick, Ellen Drew—China war meller reissue has possibilities—76m.—see Dec. 6 issue—(162).
 COMPANY SHE KEEPS, THE—D—Dennis O'Keefe, Elizabeth Scott, Jane Greer—Fair program drama—81m.—see Jan. 3 issue—(109).
 CRY DANGER—MD—Dick Powell, Rhonda Fleming, Dick Erdman—Good melodrama—79m.—see Feb. 14 issue—Leg.: B—(115).
 DOUBLE DEAL—MD—Marie Windsor, Richard Denning, Taylor Holmes—For the lower half—64m.—see Jan. 3 issue—(112).
 EDGE OF DOOM—D—Dana Andrews, Farley Granger, Joan Evans—Heavy drama will need plenty of selling—97m.—see Sept. 13 issue—(Goldwyn)—(152).
 EXPERIMENT ALCATRAZ—MD—John Howard, Joan Dixon, Walter Kingsford—Okeh meller for the lower half—58m.—see Dec. 6 issue—(107).
 FOOTLIGHT VARIETIES—COMP—Leon Errol, Jack Paar, Melissa Mason—For the lower half—61m.—see Mar. 28 issue—Leg.: B.
 GAMBLING HOUSE—MD—Victor Mature, Terry Moore, William Bendix—Names will help interesting melodrama—80m.—Leg.: B—see Jan. 3 issue—(110).
 HUNT THE MAN DOWN—MYMD—Gig Young, Lynn Roberts, Mary Anderson—Okeh dualler—68m.—see Jan. 3 issue—(111).
 JOAN OF ARC—HISD—Ingrid Bergman, Jose Ferrer, Francis L. Sullivan—Regular release of roadshow has plenty of selling angles—118m.—see Oct. 25 issue—(Technicolor)—(165).
 KON TIKI—DOC—Thor Heyerdahl, Knut Haugland, Erik Hesselberg—Topflight documentary—73m.—see Mar. 28 issue.
 LADY TAKES A CHANCE, THE—AC—Jean Arthur, John Wayne, Charles Winninger—Comedy reissue has names to sell—87m.—see Dec. 6 issue—(164).
 LAW OF THE BADLANDS—W—Tim Holt, Joan Dixon, Richard Martin—Above average series entry—60m.—see Jan. 3 issue—(113).
 MAD WEDNESDAY—C—Harold Lloyd, Frances Ramsden, Margaret Hamilton—Harold Lloyd starrer will need plenty of push—77m.—see Nov. 8 issue—(166).
 MR. LUCKY—CD—Cary Grant, Laraine Day, Charles Bickford—Names should help reissue—100m.—see Dec. 6 issue—(163).
 MY FORBIDDEN PAST—D—Ava Gardner, Robert Mitchum, Melvyn Douglas—Mild programmer has name draw to help—79m.—see Mar. 28 issue.
 NEVER A DULL MOMENT—C—Irene Dunne, Fred MacMurray, William Demarest—Name draw should help pleasing comedy—89m.—see Nov. 8 issue—(106).
 PAYMENT ON DEMAND—D—Bette Davis, Barry Sullivan, Jane Cowl—Good women's show—89m.—see Feb. 28 issue—Leg.: B—(171).
 RIO GRANDE PATROL—W—Tim Holt, Jane Nigh, Richard Martin—Below average for the series—60m.—see Nov. 22 issue—(108).
 SADDLE LEGION—W—Tim Holt, Richard Martin, Dorothy Malone—Standard outdoor show—60m.—see Mar. 28 issue.
 TARZAN AND THE AMAZONS—MD—Johnny Weismuller, Brenda Joyce, Johnny Sheffield—Reissue has the angles—76m.—see Dec. 20 issue—(170).
 TARZAN AND THE LEOPARD WOMAN—MD—Johnny Weismuller, Brenda Joyce, Johnny Sheffield—Okeh "Tarzan" reissue—72m.—see Dec. 20 issue—(169).
 TARZAN'S PERIL—MD—Lex Barker, Virginia Huston, George Macready—Suitable series entry—79m.—see Mar. 28 issue—(172).
 VENDETTA—MD—George Dolenz, Faith Domergue, Nigel Bruce—Interesting meller will depend on the selling—83m.—see Dec. 6 issue—Leg.: B—(167).
 WALK, SOFTLY, STRANGER—D—Joseph Cotten, Valli, Spring Byington—Interesting drama will have to depend on name draw—80m.—see Sept. 14 issue—(102).

TO BE REVIEWED OR IN PRODUCTION

ALICE IN WONDERLAND—Disney cartoon feature—(Technicolor).
 ANDROCLES AND THE LION—Jean Simmons, Robert Newton, George Sanders.
 BEHAVE YOURSELF—Farley Granger, Shelley Winters, Francis L. Sullivan.
 BEST OF THE BAD MEN—Robert Ryan, Claire Trevor, Jack Buetel—(Technicolor).
 BLACKBEARD THE PIRATE—Robert Mitchum, Faith Domergue, Victor Mature—(Technicolor).
 CRACK DOWN—Bill Williams, Robert Armstrong, Frank McHugh.
 FLYING LEATHERNECKS—John Wayne, Robert Ryan, Don Taylor—(Technicolor).
 GUN NOTCHES—Tim Holt, Richard Martin, Joan Dixon.
 HALF BREED, THE—Robert Young, Janis Carter, Jack Buetel.
 HARD, FAST AND BEAUTIFUL—Claire Trevor, Robert Clarke, Sally Forrest—(114).
 HEADING FOR HOLLYWOOD—Leon Errol, Nan Leslie, Steve Brodie.
 HIS KIND OF WOMAN—Robert Mitchum, Jane Russell.
 HOT LEAD—Tim Holt, Richard Martin, Joan Dixon.
 IT'S ONLY MONEY—Jane Russell, Frank Sinatra, Groucho Marx.
 JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—(Technicolor).
 JUNGLE HEAD HUNTERS—Documentary of an expedition on the Amazon—(Technicolor).
 MAD WITH MUCH HEART—Robert Ryan, Ida Lupino, Ward Bond.
 MONTANA BELLE—George Brent, Jane Russell, Scott Brady—(Technicolor).
 NARROW MARGIN, THE—Charles McGraw, Jacqueline White, Marie Windsor.

ON THE LOOSE—Joan Evans, Lynn Bari, Melvyn Douglas.
 PISTOL HARVEST—Tim Holt, Richard Martin, Joan Dixon.
 RANGE WAR—Tim Holt, Noreen Nash, Richard Martin.
 ROADBLOCK—Charles McGraw, Joan Dixon, Jean Heydt.
 SADDLE LEGION—Tim Holt, Richard Martin, Movita.
 SEALED CARGO—Dana Andrews, Carla Belenda, Claude Rains.
 SONS OF THE MUSKETEERS—Cornel Wilde, Maureen O'Hara, June Clayworth—(Technicolor).
 THING, THE—Margaret Sheridan, Jim Arness, Sally Creighton.
 TOKYO FILE 212—Florence Marly, Robert Peyton, Japanese cast—(Made in Japan).
 TROUBLE IN TEXAS—Tim Holt, Richard Martin, Marjorie Lord.
 TWO TICKETS TO BROADWAY—Tony Martin, Janet Leigh, Eddie Bracken—(Technicolor).

Republic

(1949-50 releases from 4901 up)
 (1950-51 releases from 5001 up)

BELLE LE GRAND—MD—Vera Ralston, John Carroll, William Ching—Names should help interesting melodrama—91m.—see Feb. 28 issue—(5006).
 BUCKAROO SHERIFF OF TEXAS—W—Michael Chapin, Eilene Janssen, James Bell—Okeh western—55m.—see Jan. 3 issue—(5066).
 CALIFORNIA PASSAGE—OMD—Forrest Tucker, Adele Mara, Jim Davis—Well-made outdoor melodrama—92m.—see Dec. 20 issue—(5005).
 CUBAN FIREBALL—C—Estelita Rodriguez, Warren Douglas, Mimi Aguglia—Routine lower half offering—78m.—see Mar. 14 issue—(5007).
 DESTINATION BIG HOUSE—MD—Dorothy Patrick, Robert Rockwell, James Lydon—Fair meller for the lower half—60m.—see June 21 issue—(4918).
 FRISCO TORNADO—W—Allan "Rocky" Lane, Eddy Waller, Martha Hyer—Okeh series entry—60m.—see Sept. 27 issue—(4967).
 HEART OF THE ROCKIES—W—Roy Rogers, Penny Edwards, Gordon Jones—Okeh Rogers—67m.—see Apr. 11 issue—(5047).
 HIT PARADE OF 1951—CMU—John Carroll, Marie MacDonald, Estelita Rodriguez—Pleasing musical has plenty of selling angles—85m.—see Nov. 8 issue—(5002).
 INSURANCE INVESTIGATOR—MYMD—Richard Denning, Audrey Long, John Eldredge—Okeh meller for the lower half—60m.—see Mar. 28 issue—(5026).
 JUNGLE STAMPEDE—DOC—George Breakston, Yorke Coplen, native cast—Okeh exploitation entry—60m.—see Aug. 16 issue—Leg.: C—(Made in Africa)—(4922).
 LONELY HEARTS BANDITS, THE—MD—Dorothy Patrick, John Eldredge, Barbara Fuller—Okeh meller for the lower half—60m.—see Sept. 13 issue—(4925).
 MACBETH—D—Orson Welles, Jeanette Nolan, Don O'Hery—Entry for class and art spots merits special attention—85m.—see Oct. 25 issue—(5003).
 MISSING WOMEN—MD—Penny Edwards, James Millican, John Gallaudet—Interesting lower half entry—see Mar. 14 issue—(5025).
 MISSOURIANS, THE—W—Monte Hale, Paul Hurst, Roy Barcroft—Above average open alrer—60m.—see Dec. 6 issue—(4574).
 NIGHT RIDERS OF MONTANA—W—Allan "Rocky" Lane, Chubby Johnson, Claudia Barrett—Okeh western—60m.—see Mar. 14 issue—(5029).
 NORTH OF THE GREAT DIVIDE—W—Roy Rogers, Penny Edwards, Gordon Jones—Good Rogers—67m.—see Nov. 22 issue—(Trucolor)—(4944).
 OH! SUSANNA—OD—Rod Cameron, Adrian Booth, Forrest Tucker—Outdoor show will need plenty of push—91m.—see Mar. 14 issue—(Trucolor)—(5008).
 PRIDE OF MARYLAND—OD—Stanley Clements, Peggy Stewart, Frankie Darro—For the lower half—60m.—see Jan. 17 issue—(5023).
 PRISONERS IN PETTICOATS—MD—Valentine Perkins, Robert Rockwell, Anthony Caruso—For the lower half—60m.—see Sept. 27 issue—(4929).
 REDWOOD FOREST TRAIL—W—Rex Allen, Jeff Donnell, Carl Switzer—Okeh series entry—67m.—see Sept. 27 issue—(4953).
 RIO GRANDE—ACMD—John Wayne, Maureen O'Hara, Ben Johnson—High rating western melodrama should ride into the better money—105m.—see Nov. 8 issue—(5004).
 ROUGH RIDERS OF DURANGO—W—Allen "Rocky" Lane, Walter Baldwin, Aline Towne—Standard series entry—60m.—see Feb. 14 issue—(5058).
 RUSTLERS ON HORSEBACK—W—Allan "Rocky" Lane, Eddy Waller, Claudia Barrett—Above average series entry—60m.—see Nov. 22 issue—(4968).
 SAVAGE HORDE, THE—W—William Elliott, Adrian Booth, James Davis—Good open-airer packs plenty of punch—91m.—see July 5 issue—(4917).
 SILVER CITY BONANZA—W—Rex Allen, Buddy Ebn, Mary Ellen Kay—Fair series entry—67m.—see Mar. 14 issue—(5051).
 SPOILERS OF THE PLAINS—MUW—Roy Rogers, Penny Edwards, Gordon Jones—Good Rogers—68m.—see Feb. 14 issue—(5041).
 SUNSET IN THE WEST—MUW—Roy Rogers, Penny Edwards, Estelita Rodriguez—Above average—67m.—see Oct. 11 issue—(4943).
 SURRENDER—D—Vera Ralston, John Carroll, Walter Brennan—Names may help interesting drama—91m.—see Oct. 11 issue—(5001).
 TRAIL OF ROBIN HOOD—W—Roy Rogers, Penny Edwards, Gordon Jones—Good Rogers—67m.—see Dec. 20 issue—(Trucolor)—(4946).
 TRIGGER, JR.—W—Roy Rogers, Dale Evans, Pat Brady—Good Rogers—67m.—see July 19 issue—(Trucolor)—(4945).
 UNDER MEXICALI STARS—W—Rex Allen, Dorothy Patrick, Roy Barcroft—Above average Allen—67m.—see Dec. 6 issue—(4954).

TO BE REVIEWED OR IN PRODUCTION

BULLFIGHTER AND THE LADY—Robert Stack, Joy Page, Gilbert Roland—(Made in Mexico)—(5009).
 FIGHTING COAST GUARD—Brian Donlevy, Ella Raines, Forrest Tucker.
 FUGITIVE LADY—Janis Paige, Binnie Barnes, Eduardo Ciannelli.

HAVANA ROSE—Estelita Rodriguez, Hugh Herbert, Bill Williams.
HONEYCHILE—Judy Canova, Eddy Foy, Jr., Alan Hale, Jr.
IN OLD AMARILLO—Roy Rogers, Penny Edwards, Pinky Lee.
LADY POSSESSED, A—James Mason, June Havoc, Pamela Kellino.
MILLION DOLLAR PURSUIT—Penny Edwards, Stephen Flagg, Grant Withers.
NEW ORLEANS ADVENTURE—Errol Flynn, Micheline Prelle, Vincent Prince, Agnes Moorehead.
RODEO KING AND THE SENORITA—Rex Allen, Mary Ellen Kay, Buddy Ebsen.
SECRETS OF MONTE CARLO—Warren Douglas, Lois Hall, June Vincent.
SOUTH OF CALIENTE—Roy Rogers, Dale Evans, Pinky Lee.
THUNDER IN GOD'S COUNTRY—Rex Allen, Mary Ellen Kay, Buddy Ebsen—(5052).
WELLS FARGO GUNMASTER—Alan "Rocky" Lane, Roy Bancroft, Mary Ellen Kay.

20th Century-Fox

(1950 releases from 001 up;
1951 releases from 101 up)

ALL ABOUT EVE—CD—Bette Davis, Anne Baxter, Celeste Holm, George Sanders—High rating—138m.—see Sept. 13 issue—Leg.: B—(030).
AMERICAN GUERRILLA IN THE PHILIPPINES—ACD—Tyronne Power, Micheline Prelle, Tom Ewell—Picturization of war book should ride into the better money—105m.—see Nov. 22 issue—(Technicolor)—(032).
BIRD OF PARADISE—ROMD—Louis Jourdan, Debra Paget, Jeff Chandler—Colorful spectacle calls for the utmost in selling attention—100m.—see Mar. 14 issue—Leg.: B—(Made in Hawaii)—(Technicolor)—(109).
CALL ME MISTER—CMU—Betty Grable, Dan Dailey, Danny Thomas—Good musical—95m.—see Jan. 31 issue—(Technicolor)—Leg.: B—(104).
FAREWELL TO YESTERDAY—DOC—Movietone News documentary of the past 30 years—Well-made documentary—90m.—see Sept. 27 issue—(028).
FOLLOW THE SUN—CD—Gleen Ford, Ann Baxter, Dennis O'Keefe—Pleasant program—93m.—see Mar. 28 issue—(112).
FOR HEAVEN'S SAKE—CFAN—Clifton Webb, Joan Bennett, Robert Cummings, Edmund Gwenn—Delightful comedy is backed by star strength—92m.—see Dec. 6 issue—Leg.: B—(033).
FOURTEEN HOURS—D—Paul Douglas, Richard Basehart, Barbara Bel Geddes—High rating drama—92m.—see Mar. 14 issue—(114).
HALLS OF MONTEZUMA—ACD—Richard Widmark, Walter Palance, Reginald Gardiner—Outstanding war drama—112m.—see Dec. 20 issue—(Technicolor)—(103).
HOUSE ON TELEGRAPH HILL—D—Richard Basehart, Valentina Cortese, William Lundigan—Moderate programmer—93m.—see Mar. 14 issue—Leg.: B—(117).
I CAN GET IT FOR YOU WHOLESALE—D—Susan Hayward, Dan Dailey, George Sanders—Well-made drama has star value to help—91m.—see Mar. 28 issue—(111).
I'D CLIMB THE HIGHEST MOUNTAIN—CD—Susan Hayward, William Lundigan, Rory Calhoun—High rating—89m.—see Jan. 17 issue—(Technicolor)—(105).
I'LL GET BY—CMU—June Haver, William Lundigan, Gloria DeHaven, Harry James—Entertaining musical—82m.—see Oct. 11 issue—(Technicolor)—(027).
JACKPOT, THE—C—James Stewart, Barbara Hale, James Gleason—Highly entertaining comedy—86m.—see Oct. 11 issue—(031).
LUCKY NICK CAIN—MD—George Raft, Coleen Gray, Enzo Staiola—Names should help interesting melodrama—87m.—see Feb. 14 issue—(Made in Europe)—(108).
MAN WHO CHEATED HIMSELF, THE—D—Lee J. Cobb, John Dall, Jane Wyatt—Interesting drama has names to help—82m.—see Jan. 3 issue—(102).
MISTER 880—CD—Burt Lancaster, Dorothy McGuire, Edmund Gwenn—Word-of-mouth will help high rating comedy drama—89½m.—see Sept. 13 issue—(024).
MUDLARK, THE—HISD—Irene Dunne, Alec Guinness, Andrew Ray—Impressive historical drama deserves the best selling attention—99m.—see Dec. 6 issue—(Made in England)—(101).
OF MEN AND MUSIC—MUDOC—Artur Rubenstein, Jascha Heifitz, Jan Peerce, Nadine Conner—Interesting musical feature for art and specialty spots—85m.—see Dec. 6 issue—(137).
RAWHIDE—WMD—Tyronne Power, Susan Hayward, Hugh Marlowe—Name value will help well-directed outdoor show—86m.—see Mar. 14 issue—(113).
SWORD OF MONTE CRISTO—MD—George Montgomery, Paula Corday, Barry Kroeger—Interesting programmer has the angles—80m.—see Mar. 14 issue—(Supercinecolor)—(106).
13TH LETTER, THE—MY—Linda Darnell, Charles Boyer, Michael Rennie—Suspenseful meller—85m.—see Jan. 31 issue—(Made in Canada)—(107).
TWO FLAGS WEST—ACMD—Joseph Cotten, Linda Darnell, Jeff Chandler—Good outdoor adventure show—92m.—see Oct. 25 issue—(029).
U.S.S. TEAKETTLE (You're In The Navy Now)—C—Gary Cooper, Jane Greer, Millard Mitchell—Naval comedy packs plenty of laughs—93m.—see Mar. 14 issue—(110).
YOU'RE IN THE NAVY NOW—see U.S.S. Teakettle.

TO BE REVIEWED OR IN PRODUCTION

A WAC IN HIS LIFE—William Lundigan, Jeanne Crain, Marilyn Monroe.
ANNE OF THE INDIES—Louis Jourdan, Debra Paget, James Justice—(Technicolor).
DAVID AND BATHSHEBA—Gregory Peck, Susan Hayward, Raymond Massey—(Technicolor).
DECISION BEFORE DAWN—Gary Merrill, Richard Basehart, Hildegard Neff—(Made in Germany).
FRIENDLY ISLAND—William Lundigan, Gloria DeHaven, Jane Greer—(Technicolor).
FROGMEN, THE—Richard Widmark, Dana Andrews, Gary Merrill.
HALF ANGEL—Joseph Cotten, Loretta Young, Cecil Kellaway—(Technicolor).
HOUSE ON THE SQUARE, THE—Tyronne Power, Constance Smith—(Made in England).

JUST ONE MORE CHANCE—Paul Douglas, Joan Bennett, Linda Darnell.
KANGAROO—Peter Lawford, Maureen O'Hara, Finlay Currie—(Made in Australia)—(Technicolor).
KEFAUVER CRIME INVESTIGATION, THE—Movietone News documentary of Senate committee hearings—52m.
MEET ME AFTER THE SHOW—Betty Grable, Rory Calhoun, Macdonald Carey—(Technicolor).
MR. BELVEDERE BLOWS HIS WHISTLE—Clifton Webb, Joanne Dru.
NO HIGHWAY—James Stewart, Glynnis Johns, Marlene Dietrich—(Made in England).
NO ROOM FOR THE GROOM—Fred MacMurray, Eleanor Parker, Richard Carlson.
ON THE RIVIERA—Danny Kaye, Corinne Calvert, Gene Tierney—(Technicolor).
SECRET OF CONVICT LAKE—Glenn Ford, Gene Tierney, Zachary Scott, Ethel Barrymore.
TAKE CARE OF MY LITTLE GIRL—Jeanne Crain, Jean Peters, Dale Robertson—(Technicolor).
WILL YOU LOVE ME IN DECEMBER—David Wayne, Thelma Ritter, Monty Woolley.

United Artists

CYRANO DE BERGERAC—ROMD—Jose Ferrer, Mala Powers, William Prince—Fine production—112½m.—see Nov. 22 issue—(Kramer).
MAN FROM PLANET X, THE—MD—Robert Clarke, Margaret Field, Raymond Bond—Entertaining pseudo-scientific melodrama is packed with exploitation angles—70m.—see Apr. 11 issue—(Corwin).
QUEEN FOR A DAY—COMP—Phyllis Avery, Darren McGavin, Rudy Lee—Compilation should benefit from exploitation and air bally—107m.—see Mar. 28 issue—(Stillman).
SCARF, THE—PD—John Ireland, Mercedes McCambridge, James Barton—Intriguing drama has plenty of angles—87m.—see Mar. 28 issue—(Goldsmith-Caspery).
SECOND WOMAN, THE—D—Robert Young, Betsy Drake, John Sutton—Engrossing drama—90m.—see Jan. 31 issue—(Popkin).
SOUND OF FURY, THE (Try And Get Me)—MD—Frank Lovejoy, Kathleen Ryan, Richard Carlson—Vivid melodrama offers opportunities for heavy selling—90m.—see Dec. 6 issue—(Stillman).
THREE HUSBANDS—C—Emlyn Williams, Eve Arden, Howard da Silva—Amusing comedy—78m.—see Nov. 8 issue—Leg.: B—(Gloria).
TRY AND GET ME—see Sound Of Fury.

TO BE REVIEWED OR IN PRODUCTION

AFRICAN QUEEN—Humphrey Bogart, Katharine Hepburn—(Technicolor)—(Made in Africa)—(Spiegel).
FABIOLA—Michele Morgan—(Made in Italy)—96m.
FIRST LEGION—Charles Boyer, Lyle Bettger, Barbara Rush—86m.—(Sirk).
HE RAN ALL THE WAY—John Garfield, Shelley Winters—77m.—(Roberts).
MAN WITH MY FACE, THE—Barry Nelson, Lynn Anley, Carole Matthews—(Made in Puerto Rico)—(Gardner).
NEW MEXICO—Lew Ayres, Marilyn Maxwell, Jeff Corey—(Allen)—(Anasco-color).
PROWLER, THE—Van Heflin, Evelyn Keyes, John Maxwell—92m.—(Eagle).
THREE STEPS NORTH—Lloyd Bridges, Aldo Fabrizi, Leo Padovani—85m.—(Made in Italy)—(Wildner).

Universal-International

(1949-50 releases from 901 up;
1950-51 releases from 101 up)

ABBOTT AND COSTELLO MEET THE INVISIBLE MAN—F—Bud Abbott, Lou Costello, Nancy Guild—Laugh-packed Abbott and Costello should ride into the better money—82m.—see Mar. 14 issue—(116).
AIR CADET—ACD—Stephen McNally, Gail Russell, Alex Nicol—Good action drama has plenty of selling angles—94m.—see Feb. 28 issue—(115).
BEDTIME FOR BONZO—C—Ronald Reagan, Diana Lynn, Walter Slezak—Highly amusing—83m.—see Jan. 31 issue—(112).
DEPORTED—MD—Marta Toren, Jeff Chandler, Claude Dauphin—Interesting meller—89m.—see Oct. 25 issue—(103).
DOUBLE CROSSBONES—CMU—Donald O'Connor, Helena Carter, Will Geer—Entertaining program—75½m.—see Dec. 20 issue—(Technicolor).
FRENCHIE—OD—Joel McCrea, Shelley Winters, Paul Kelly—Name draw should help outdoor drama—81m.—see Dec. 6 issue—(Technicolor)—(108).
GROOM WORE SPURS, THE—C—Ginger Rogers, Jack Carson, Joan Davis—Amusing comedy—81m.—see Feb. 14 issue—(114).
HAMLET—D—Laurence Olivier, Eileen Herlie, Basil Sydney—Regular release of roadshow offers distinct possibilities for many houses—153m.—see Oct. 25 issue—(English-made)—(101).
HARVEY—CD—James Stewart, Josephine Hull, Peggy Dow—High rating—104m.—see Oct. 25 issue—(107).
KANSAS RAIDERS—W—Audie Murphy, Brian Donlevy, Marguerite Chapman—Satisfactory outdoor action show—80m.—see Dec. 6 issue—(Technicolor)—(104).
LITTLE BALLERINA—DMU—Yvonne Marsh, Marion Chapman, Doreen Richards—Import may have appeal to some art spots—60m.—see Mar. 28 issue—(English-made).
MA AND PA KETTLE BACK ON THE FARM—F—Percy Kilbride, Marjorie Main, Richard Long—Series entry should have usual appeal—81m.—see Mar. 28 issue—(117).
MADELEINE—D—Ann Todd, Norman Wooland, Ivan Desny—Fair import—99m.—see Sept. 13 issue—(English-made).
MAGNET, THE—CD—Stephen Murray, Kay Walsh, William Fox—Import has good selling angles—78m.—see Mar. 14 issue—(English-made)—(181).
MILKMAN, THE—FMU—Donald O'Connor, Jimmy Durante, Piper Laurie—Pleasing comedy with music—87m.—see Oct. 11 issue—(102).
MYSTERY SUBMARINE—MD—Macdonald Carey, Marta Toren, Robert Douglas—Fair program—77½m.—see Dec. 20 issue—(106).

OPERATION DISASTER—D—John Mills, Helen Cherry, Richard Attenborough—Interesting import—100m.—see Jan. 17 issue—(British-made)—(113).
PRELUDE TO FAME—D—Guy Roife, Kathleen Byron, Kathleen Ryan—Interesting import for the art and specialty spots—84½m.—see Nov. 22 issue—(English-made).
SADDLE TRAMP—W—Joel McCrea, Wanda Hendrix, John Russell—Name draw should be a strong factor—77m.—see Aug. 30 issue—(Technicolor)—(928).
SHAKEDOWN—MD—Howard Duff, Brian Donlevy, Peggy Dow—Programmer has names to help—80m.—see Sept. 13 issue—(929).
SLEEPING CITY, THE—MD—Richard Conte, Coleen Gray, Peggy Dow, Richard Tabor—Good meller—85m.—see Sept. 13 issue—(930).
TALES OF THE WEST (No. 2)—MUW—Tex Williams, Shirlee Allard, Smokey Rogers—Two-story feature comprising "Fargo, Phantom" and "Coyote Canyon"—Okeh compilation of two musical westerns—49m.—see Oct. 25 issue—(5102).
TALES OF THE WEST (No. 3)—MUW—Tex Williams, Smokey Rogers, Deuce Spriggins—Two-story feature comprising "Rustlers' Ransom" and "Gold Strike"—Okeh compilation of two musical westerns—53m.—see Dec. 20 issue—(5103).
TALES OF THE WEST (No. 4)—MUW—Tex Williams, Deuce Spriggins, Donna Martel—Two-story feature comprising "Western Courage" and "Ready To Ride"—Okeh compilation of two musical westerns—54m.—see Jan. 17 issue—(5104).
TARGET UNKNOWN—MD—Mark Stevens, Alex Nicol, Robert Douglas—Interesting war meller—90m.—see Jan. 31 issue—(111).
TOMAHAWK—WMD—Van Heflin, Yvonne De Carlo, Preston Foster—Above average outdoor show—82m.—see Jan. 17 issue—(Technicolor)—(110).
UNDER THE GUN—MD—Richard Conte, Audrey Totter, John McIntire—Interesting programmer—83m.—see Dec. 20 issue—(109).
UNDERCOVER GIRL—MD—Alexis Smith, Scott Brady, Richard Egan—Good program melodrama—82m.—see Nov. 8 issue—(105).
UP FRONT—C—David Wayne, Tom Ewell, Marina Berti—Good war comedy is filled with merchandising angles—90m.—see Mar. 14 issue—(118).
WOMAN ON THE RUN—MD—Ann Sheridan, Dennis O'Keefe, Ross Elliott—Fair meller will have to benefit from name draw—77m.—see Oct. 11 issue—(932).
WYOMING MAIL—WMD—Stephen McNally, Alexis Smith, Howard da Silva—Good outdoor show—86m.—see Oct. 11 issue—(Technicolor)—(931).

TO BE REVIEWED OR IN PRODUCTION

APACHE DRUMS—Stephen McNally, Coleen Gray—(Technicolor).
BRIGHT VICTORY—Arthur Kennedy, Peggy Dow, Richard Egan.
CATTLE DRIVE—Joel McCrea, Dean Stockwell, Chlll Wills—(Technicolor).
CAVE, THE—Macdonald Carey, Alexis Smith, Victor Jory.
FAT MAN, THE—Jack Smart, Julie London, Rock Hudson.
FIDDLER'S GREEN—Shelley Winters, Richard Conte, Stephen McNally.
FRANCIS GOES TO THE RACES—Donald O'Connor, Piper Laurie, Jesse White.
GOLDEN HORDE, THE—David Farrar, Ann Blyth, Peggy Castle—(Technicolor).
HOLLYWOOD STORY, THE—Richard Conte, Julia Adams, Henry Hull.
IRON MAN, THE—Stephen McNally, Jeff Chandler, Evelyn Keyes.
KATIE DID IT—Mark Stevens, Ann Blyth, Craig Stevens.
LADY PAYS OFF, THE—Linda Darnell, Stephen McNally, Virginia Field.
LITTLE EGYPT—Mark Stevens, Rhonda Fleming, Nancy Guild—(Technicolor).
MA AND PA KETTLE AT THE FAIR—Marjorie Main, Percy Kilbride, Lori Nelson.
MARK OF THE RENEGADE—Ricardo Montalban, Cyd Charisse, Andrea King—(Technicolor).
ONE NEVER KNOWS—Dick Powell, Peggy Dow, Joy Holden.
PRINCE WHO WAS A THIEF, THE—Anthony Curtis, Piper Laurie—(Technicolor).
REAL MCCOY, THE—Bud Abbott, Lou Costello, Dolores Hayden.
SMUGGLER'S ISLAND—Jeff Chandler, Evelyn Keyes, Philip Friend—Leg.: B—(Technicolor).
THUNDER ON THE HILL—Claudette Colbert, Ann Blyth, Robert Douglas.

Warners

(1949-50 releases from 901 up;
1950-51 releases from 001 up)

ALCATRAZ ISLAND—MD—John Littel, Ann Sheridan, Gordon Oliver—Exploitation should help reissue—64m.—see Sept. 13 issue—(002).
BREAKING POINT, THE—MD—John Garfield, Patricia Neal, Phyllis Thaxter—Names should help fair melodrama—97m.—see Sept. 13 issue—Leg.: B—(005).
BREAKTHROUGH—MD—David Brian, John Agar, Frank Lovejoy, Suzanne Dalbert—Absorbing war drama offers selling opportunities—91m.—see Nov. 8 issue—(010).
DALLAS—W—Gary Cooper, Ruth Roman, Steve Cochran—Good western—94m.—see Dec. 6 issue—(Technicolor)—(011).
DODGE CITY—MD—Errol Flynn, Olivia DeHavilland, Alan Hale, Ann Sheridan—Names should help reissue—104m.—see Mar. 28 issue—(017).
ENFORCER, THE—MD—Humphrey Bogart, Roy Roberts, Ted DeCordia—Good melodrama—87m.—see Jan. 31 issue—(015).
GLASS MENAGERIE, THE—D—Jane Wyman, Kirk Douglas, Gertrude Lawrence—High rating dramatic entry—107m.—see Sept. 27 issue—(007).
HIGHWAY 301—MD—Steve Cochran, Virginia Grey, Gaby Andre—Fast moving action meller will fit into the duallers—83m.—see Dec. 6 issue—Leg.: B—(012).
LIGHTNING STRIKES TWICE—MYD—Richard Todd, Ruth Roman, Mercedes McCambridge, Zachary Scott—Good suspense show—91m.—see Feb. 28 issue—(019).

LULLABY OF BROADWAY—CMU—Doris Day, Gene Nelson, Billy DeWolfe—Entertaining musical—92m.—see Mar. 28 issue—(Technicolor)—(020).

ONLY THE VALIANT—OMD—Gregory Peck, Barbara Peyton, Ward Bond—Name draw should help well-made outdoor show—105m.—see Mar. 14 issue—(022).

OPERATION PACIFIC—MD—John Wayne, Patricia Neal, Ward Bond—Naval thriller should ride into the better grasses—109m.—see Jan. 17 issue—Leg.: B—(013).

RATON PASS—WMD—Dennis Morgan, Patricia Neal, Steve Cochran—Names will make the difference—84m.—see Feb. 28 issue—(021).

ROCKY MOUNTAIN—ACD—Errol Flynn, Patrice Wymore, Scott Forbes—Good outdoor show—83m.—see Oct. 11 issue—(008).

SAN QUENTIN—MD—Humphrey Bogart, Ann Sheridan, Barton MacLane—Names should help re-release—70m.—see Sept. 13 issue—(003).

STORM WARNING—D—Ginger Rogers, Ronald Reagan, Doris Day—Powerful dramatic offering—91m.—see Dec. 20 issue—(014).

SUGARFOOT—W—Randolph Scott, Adele Jergens, Raymond Massey—Western has names to sell—80m.—see Jan. 31 issue—(Technicolor)—(016).

THREE SECRETS—D—Eleanor Parker, Frank Lovejoy, Ruth Raman—Good woman's picture is packed with selling angles—98m.—see Sept. 13 issue—(006).

VIRGINIA CITY—MD—Errol Flynn, Miriam Hopkins, Randolph Scott, Humphrey Bogart—Reissue has names to help—121m.—see Mar. 28 issue—(018).

WEST POINT STORY, THE—MUCD—James Cagney, Virginia Mayo, Doris Day—Pleasing entertainment has the angles for the selling—107m.—see Nov. 22 issue—(009).

TO BE REVIEWED OR IN PRODUCTION

ALONG THE GREAT DIVIDE—Kirk Douglas, Virginia Mayo, Walter Brennan.

CAPTAIN HORATIO HORNBLOWER—Gregory Peck, Virginia Mayo, Ingeborg Wells—(Made in England)—(Technicolor).

FORCE OF ARMS—William Holden, Nancy Olson, Frank Lovejoy.

FORT WORTH—Randolph Scott, David Brian Phyllis Thaxter—(Technicolor).

GOLDDIGGERS OF LAS VEGAS—Virginia Mayo, Dennis Morgan, Lucille Norman—(Technicolor).

GOODBYE MY FANCY—Joan Crawford, Frank Lovejoy, Eve Arden, Robert Young—107m.

HIDDEN IN MY HEART—Gary Cooper, Patricia Neal.

I WAS A COMMUNIST FOR THE FBI—Frank Lovejoy, Dorothy Hart, James Millican.

INSIDE THE WALLS OF FOLSOM PRISON—David Brian, Steve Cochran, Joan Wrae.

JIM THORPE, ALL AMERICAN—Burt Lancaster, Charles Bickford, Phyllis Thaxter.

NORTH OF THE RIO GRANDE—Joel McCrea, Virginia Mayo, Dorothy Malone.

ON MOONLIGHT BAY—Doris Day, Gordon MacRae, Jack Smith—(Technicolor).

POLITICIAN, THE—Joseph Cotten, Patricia Neal.

STREETCAR NAMED DESIRE, A—Vivien Leigh, Marlon Brando, Kim Hunter.

STRANGERS ON A TRAIN—Farley Granger, Ruth Roman, Roland Walker.

TOMORROW IS ANOTHER DAY—Ruth Roman, Steve Cochran, Lurene Tuttle.

Miscellaneous

(Distributors' addresses will be furnished on request).

HILLS OF IRELAND—TRAV—Commentary by Pat O'Brien, songs by Christopher Lynch—Travelogue has appeal for Irish spots—60m.—see Mar. 28 issue—(In color)—(World Travel).

HOLLYWOOD PEEP SHOW—NOVMU—Gay Dawn, Bobby Faye, Charmaine—Highly exploitable burlesque film—80m.—see Mar. 28 issue—(Roadshow Attractions).

INTERNATIONAL BURLESQUE—SCMU—Betty Rowland, Vince Barnett, Inez Claire—Girlie show has the exploitation angles—80m.—see Nov. 22 issue—(Jewel).

DEA **IG OF THE BULLWHIP**—W—"Lash" LaRue, Al St. John, Anne Gwynne—Okeh "Lash" LaRue western—60m.—see Dec. 20 issue—(Western Adventure).

DET **NTICELLO HERE WE COME**—NOV—Larry Daniels, Menasha Skulnick, Mary Forest—Mediocre offering has limited appeal—74m.—see Jan. 31 issue—(Yiddish with some English)—(Cinema Service).

DE **VIENNA ART TREASURES**—DOC—Narrated by Basil Rathbone—Good art film—40m.—see Dec. 6 issue—(Kodachrome)—(National Film).

Foreign-Made

(Distributors' addresses will be furnished on request).

ANOTHER SHORE—CD—Robert Beatty, Moira Lister, Stanley Holloway—Quiet British comedy with limited appeal—77m.—see Mar. 14 issue—(English-made)—(Pentagon).

APPOINTMENT WITH CRIME—MD—William Hartnell, Robert Beatty, Joyce Howard—Routine British meller—90m.—see Mar. 28 issue—(English-made)—(Four Continents).

BLUE ANGEL, THE—SCD—Marlene Dietrich, Emil Jannings, Kurt Gerron—Revised import has the angles—97m.—see Dec. 20 issue—Leg.: C—(German-made)—(English titles)—(Classic).

BULLET FOR STEFANO—MD—Valentina Cortese, Rossano Brazzi, Carlo Ninchi—Average import for the art houses—96m.—see Nov. 22 issue—Leg.: C—(Italian-made)—(English titles)—(Lux).

BURIED ALIVE—HISTMD—Milly Vitale, Paul Miller, Evi Maltagliati—Uneven offering for the Italian houses—84m.—see Jan. 17 issue—(Italian-made)—(English titles)—(Casolaro).

CHANCE OF A LIFETIME—D—Basil Radford, Mial McGinnis, Bernard Miles—Highly interesting import—89½m.—see Feb. 14 issue—(English-made)—(Ballantine).

CHEAT, THE—D—Bernard Blier, Simone Signoret, Jacques Baumer—Suitable for the art houses—87m.—see Sept. 27 issue—(French-made)—(English titles)—(Discina).

CHRISTINA—HISD—Petra Peters, Wolfgang Lukschky, Tilly Lauenstein—German import might appeal in certain situations—85m.—see Jan. 31 issue—(German-made)—(English titles)—(Central Cinema).

COSSACKS OF THE KUBAN—MUC—Marina Ladygina, Sergei Lukianov, Vladimir Vlododin—Okeh import for the Russian houses—98m.—see Nov. 22 issue—(Russian-made)—(English titles)—(Magneticolor)—(Artkino).

CROSSROADS OF PASSION—MD—Viviane Romance, Valentina Cortese, Clement Duhour—Standard French meller—96m.—see Mar. 28 issue—(French-made)—(English titles)—(Films International).

DANCE OF LIFE—FANMU—Valerie Bettis, Letita Ide, Jose Limon—Art house entry has limited appeal—40m.—see Mar. 14 issue—(English-made)—(Hyperion).

DISHONORED—HISD—Antonio Vilar, Elli Parvo, Otello Toso—Uneven, lengthy offering is strictly for the Italian houses—100m.—see Dec. 6 issue—(Italian-made)—(English titles)—(Casolaro).

DOCTOR BEWARE—CD—Vittorio DeSica, Anna Magnani, Irasema Dillian—Okeh for the Italian and art houses—92m.—see Mar. 14 issue—(Italian-made)—(English titles)—(Academy).

EUREKA STOCKADE—MD—Chips Rafferty, Jane Barrett, Jack Lambert—Interesting import—102½m.—see Sept. 27 issue—(Australian-made)—(Pentagon).

EXCHANGE GIRL—CD—Yolande Donlan, Michael Rennie, Garry Marsh—Pleasing British comedy for the art spots—83m.—see Mar. 28 issue—(English-made)—(Films International).

FACE TO THE WIND—CD—Sophie Leclair, Danielle Tardy, Elaine Delgrange—Lively French comedy—85m.—see Jan. 31 issue—(French-made)—(English titles)—(Lafayette).

FILM WITHOUT A NAME—CD—Hildegard Neff, Willy Fritsch, Hans Sohnker—Entertaining novelty import—75m.—see Nov. 22 issue—Leg.: B—(German-made)—(English titles)—(Oxford).

FLAMING HEARTS—ROMD—Lillian Harvey, Esmond Knight, Dennis Hoey—Weak entry—67m.—see Oct. 25 issue—(English-made)—(Cosmopolitan).

FLESH WILL SURRENDER—D—Aldo Fabrizi, Aedeo Fabrizi, Yvonne Sanson—Emotional drama has appeal for the art houses—96m.—see Oct. 25 issue—Leg.: C—(Italian-made)—(English titles)—(Lux).

FOR THEM THAT TRESPASS—MD—Stephen Murray, Richard Todd, Patricia Plunkett—Fair import—93m.—see Oct. 11 issue—(English-made)—(Stratford).

HAPPIEST DAYS OF YOUR LIFE, THE—C—Alecstair Sim, Margaret Rutherford, John Turnbull—Amusing import—81m.—see Oct. 25 issue—(British-made)—(London).

HEADLINE—MD—Anne Crawford, David Farrar, John Stuart—Fair import—76m.—see Jan. 31 issue—(English-made)—(English Films).

HERE COME THE HUGGETS—C—Jack Warner, Kathleen Harrison, Jane Hylton—Minor English comedy for the art houses—80m.—see Jan. 17 issue—(English-made)—(Pentagon).

HIDDEN RIVER—D—Maria Felix, Fernando Lanza, Carlos Montezuma—Well made art entry—98m.—see Dec. 20 issue—(Mexican-made)—(English titles)—(Clasamohme).

HOBOES IN PARADISE—CFAN—Raimu, Fernandel, Alerme—Raimu's name should help—84m.—see Oct. 11 issue—Leg.: C—(French-made)—(English titles)—(Distinguished).

HORSEMEN, THE—OD—Sergei Cur, T. Grldov, Tamara Chernova—Okeh import for the Russian houses—100m.—see Feb. 14 issue—(Russian-made)—(English titles)—(Artkino).

HUE AND CRY—MYC—Alastair Sim, Jack Warner, Valerie White—Amusing import—82m.—see Dec. 20 issue—(English-made)—(Fine Art).

IGNACE—MUC—Fernandel, Alice Tissot, Charpin, Dany Lorys—Witty French musical for the art houses—78m.—see Oct. 11 issue—(French-made)—(English titles)—(M.P.S.C.).

INHERITANCE, THE—MD—Jean Simmons, Katina Paxinou, Derrick De Marney—Good import for the art spots—90m.—see Jan. 31 issue—(English-made)—(Fine Arts).

IT'S HARD TO BE GOOD—C—Jimmy Hanley, Anne Crawford, Raymond Huntley—Pleasing comedy is strictly for the art houses—87m.—see Jan. 31 issue—(English-made)—(Pentagon).

JACQUELINE MISBEHAVES—CD—Hugh Williams, Carla Lehmann, Joyce Howard—Fair import—see Jan. 31 issue—(English-made)—(Regal).

JOSEPH SCHMIDT STORY, THE—DMU—Joseph Schmidt, Viktor de Kowa—Okeh import for the art houses—76m.—see April 11 issue—(German-made)—(English titles)—(Arthur Davis).

LADY PANAME—SDMU—Louis Jouvet, Henri Guisol, Suzy Delair—Lively French import—97m.—see Mar. 28 issue—(French-made)—(English titles)—(Discina).

L'AFFAIRE—ROMD—Claude Dauphin, Anne Vernon, Henri Guisol—Well acted import for the art houses—87m.—see Dec. 6 issue—(French-made)—(English titles)—(International Film).

LAST HOLIDAY—CD—Alec Guinness, Beatrice Campbell, Kay Walsh—Delightful import for the art spots—88m.—see Nov. 22 issue—(English-made)—(Stratford).

LAST ILLUSION, THE—MD—Fritz Kortner, Johanna Hofer, Rosemary Murphy—Art house offering has limited appeal—89m.—see April 11 issue—(German-made)—(English titles)—(Films International).

LOOK BEFORE YOU LOVE—ROMD—Margaret Lockwood, Griffith Jones, Norman Wooland—Lockwood name should help import—96m.—see Nov. 22 issue—(English-made)—(Bell).

LOST PEOPLE, THE—D—Dennis Price, Mai Zetterling, Richard Attenborough—Fair English drama for the art houses and class spots—89m.—see Oct. 11 issue—(English-made)—(Pentagon).

LOVERS OF VERONA, THE—MD—Serge Reggiani, Pierre Brasseur, Anouk Aimee—Uneven entry for the class and art spots—90m.—see Mar. 28 issue—Leg.: C—(French-made)—(English titles)—(Souvaine Selective).

MAD QUEEN, THE—HISROMD—Aurora Batista, Fernando Rey, Sara Montiel—Drama may have appeal for the art houses—107m.—see Nov. 8 issue—(Spanish-made)—(English titles)—(Aztaca).

MAN CONQUERS NATURE—DOC—Documentary of Soviet reforestation program—Okeh documentary is strictly for the Russian houses—55m.—see Jan. 3 issue—(Russian-made)—(English narration)—(Artkino).

MANON—ROMD—Cecile Aubrey, Michel Auclair, Serge Reggiani—Highly interesting import for the art houses—91m.—see Jan. 3 issue—Leg.: C—(French-made)—(English titles)—(Discina).

MARRIAGE OF FIGARO—OPC—Angelika Hauff, Willi Domgraf-Fassbender, Sabine Peters—Good opera picturization—87m.—see Nov. 22 issue—(German-made)—(English titles)—(Central Cinema).

MATTER OF MURDER, A—John Barry, Maureen Riscoe, Charles Clapham—Fair English meller for the lower half—52m.—see Nov. 22 issue—(English-made)—(Hoffberg).

MILL ON THE PO—MD—Carla del Poggio, Jacques Sernas, Giacomo Giuradei—Interesting drama for the art houses—96m.—(Italian-made)—(English titles)—(Lux).

MIQUETTE—F—Louis Jouvet, Daniele Delorme, Bourvil—Clever French farce—83m.—see Feb. 14 issue—(French-made)—(English titles)—(Discina).

MULATTO, THE—D—Renato Baldini, Umberto Spadaro, Iole Fierro—High rating import—97m.—see Nov. 22 issue—(Italian-made)—(English titles)—(Scalera).

MY WIDOW AND I—F—Vittorio De Sica, Isa Miranda, Gino Gervi—Amusing import has names to help—81m.—see Sept. 13 issue—(Italian-made)—(English titles)—(Distinguished).

NO ORCHIDS FOR MISS BLANDISH—MD—Jack LaRue, Hugh McDermott, Linden Travers—British meller has plenty of selling angles—92m.—see Mar. 14 issue—Leg.: C—(English-made)—(Renown).

ODETTE—BMD—Anna Neagle, Trevor Howard, Marius Goring—High rating import—105m.—see Jan. 31 issue—(English-made)—(Lopert).

OH, AMELIA—SC—Dannielle Darrieux, Jean Desully, Andre Bervil—Comedy should appeal to the art houses—86m.—see Jan. 3 issue—(French-made)—(English titles)—(Lux).

ORPHEUS—FAN—Jean Marais, Francis Perier, Maria Casares—Philosophical fantasy has limited appeal—94m.—see Oct. 11 issue—(French-made)—(English titles)—(Discina).

OUR DAILY BREAD—D—Paul Bildt, Harry Hindemith, Victoria von Ballasko—Import has limited appeal—102m.—see Nov. 8 issue—(German-made)—(English titles)—(Central Cinema).

OUTRAGES OF THE ORIENT—D—Linda Estrella, Fernanda Royo, Mona Lisa—Fair exploitation entry—65m.—see Mar. 29 issue—(Made in Philippine Islands)—(Bell).

OUTSIDER, THE—D—Richard Attenborough, Sheila Sim, Bernard Miles—Good English drama has limited appeal—95m.—see Nov. 22 issue—(English-made)—(Ballantine).

PANCHO VILLA RETURNS—HISD—Leo Carrillo, Esther Fernandez, Jeanette Comber—Standard outdoor drama has some exploitation angles—95m.—see Nov. 8 issue—(Mexican-made)—(English dialogue)—(Hispano Continental).

PARIS 1900—DOC—Compilation depicting Parisian life from 1900-14, narrated by Monty Woolley—78m.—see Nov. 22 issue—(French-made)—(English adaptation)—(Mayer-Kingsley).

PINK STRING AND SEALING WAX—MD—Merwyn Johns, Gordon Jackson, Googie Withers—Okeh English meller for the art houses—75m.—see Oct. 11 issue—Leg.: B—(English-made)—(Pentagon).

RED ANGEL, THE—SMD—Tilda Thamar, Paul Meurisse, Berval—Fair import has the angles—97m.—see Dec. 6 issue—(French-made)—(English titles)—(Spalter).

RIVALS, THE—DOC—Interesting documentary for the Russian houses—40m.—see Apr. 11 issue—(Russian-made)—(English titles)—(Artkino).

SECRET BRIGADE, THE—D—Vladimir Druznikov, A. Khvilya, G. Glebov—Standard Russian entry—78m.—see Apr. 11 issue—(Russian-made)—(English titles)—(Artkino).

SECRETS OF NATURE—DOC—Compilation of four nature studies—Unusual subject has limited appeal—80m.—see Sept. 27 issue—(Partly Russian-made)—(Oxford).

SEVEN DAYS TO NOON—D—Barry Jones, Olive Sloane, Andre Morelle—High rating thriller—93m.—see Jan. 31 issue—(English-made)—(Mayer-Kingsley).

SINNERS, THE—D—Serge Reggiani, Monique Melland, Jean Davy—Interesting French import suffers from excessive length—107m.—see Dec. 6 issue—Leg.: C—(French-made)—(English titles)—(Lopert).

SONG OF MY HEART—OPC—Guiseppe Lugo, Ruby D'Alma, Laura Nucci—Pleasing entry for the art and specialty spots—86m.—see Jan. 17 issue—(Italian-made)—(English titles)—(Crown).

SOUVENIR—ROMD—Michele Morgan, Jean Marais, Jean Cheviere—Name draw may help—100m.—see Oct. 25 issue—(French-made)—(English titles)—(Pathe).

SYLVIE AND THE PHANTOM—CFAN—Odette Joyeux, Francois Perier, Louis Salou—Light fantasy for the art and class spots—85m.—see Oct. 25 issue—(French-made)—(English titles)—(Discina).

THIRD TIME LUCKY—MD—Glynis Johns, Dermot Walsh, Charles Goldner—Fair import—91m.—see Oct. 11 issue—Leg.: B—(English-made)—(Pentagon).

TREASURED EARTH—D—Adam Szirtes, Agl Meszaros, Arpad Lehotay—Import has limited appeal—100m.—see Jan. 3 issue—(Made in Hungary)—(English titles)—(Artkino).

TWO ORPHANS, THE—D—Valli, Maria Denis, Osvalda Valenti—Tearful import will have to rely on femme trade—92m.—see Dec. 6 issue—(Italian-made)—(English titles)—(Globe).

UNDER SUNNY SKIES—MUC—A. Karlyev, V. Neshiplenko, G. Klicheva—Okeh musical for the Russian houses—86m.—see Jan. 17 issue—(Russian-made)—(English titles)—(Artkino).

WAYS OF LOVE—D—Sylvia Battaille, Jean Renoir, Anna Magnani, Marcel Pagnol—High rating import—121m.—see Jan. 3 issue—Leg.: C—(French and Italian-made)—(English titles)—(Burstyn).

WEINER BLUT—MUC—Willy Ritsch, Marla Hoist, Dorit Kreysler—Routine art house offering—83m.—see Mar. 28 issue—(Austrian-made)—(English titles)—(Films International).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad). (Complete listings of the rest of the 1949-50 shorts product will be found on pages 2987, 2988, 2989 of The Pink Section, another regular service of EXHIBITOR. The number opposite each series designates the total announced by the company at the beginning of the season—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel COMEDIES					
ASSORTED AND ALL-STAR (6)					
3411	(Sept. 7)	A Blunderful Time (Clyde)	F	16½m.	2943
3412	(Oct. 5)	Foy Meets Girl (Foy)	F	16½m.	2964
3413	(Jan. 11)	He Flew The Shrew (Vernon-Quillan)	F	16½m.	3040
3414	(Feb. 8)	Wedding Yells (Foy)	G	16m.	3040
3415	(Mar. 8)	Blonde Atom Bomb (Clyde)			
3421	(Oct. 12)	Two Roaming Champs (Baer-Rosenbloom)	F	16½m.	2964
3422	(Nov. 9)	A Slip And A Miss (Herbert)	F	16m.	2984
3423	(Dec. 21)	Innocently Guilty (Wheeler)	F	16m.	3021
3424	(Feb. 22)	Wine, Woman And Bong (Baer-Rosenbloom)	F	15½m.	
3425	(Apr. 19)	The Awful Sleuth (Wheeler)			
COMEDY FAVORITE RE-RELEASES (6)					
3431	(Sept. 14)	Shot In The Escape	F	19m.	2934
3432	(Nov. 16)	Free Rent	F	18½m.	2958
3433	(Dec. 14)	Taming of the Snood	F	16m.	2985
3434	(Feb. 15)	The Champ's A Chump	B	19m.	3025
3435	(Apr. 21)	General Nuisance			
SERIALS (4)					
3120	(Nov. 2)	Pirates Of The High Seas	F	15sep.	2964
3140	(Feb. 15)	Overland With Kit Carson (Reissue)	G	15sep.	3012
THREE STOOGES (8)					
3401	(Sept. 7)	Three Hams On Rye	G	15½m.	2943
3402	(Oct. 5)	Studio Stoops	F	16m.	2964
3403	(Nov. 9)	Slap Happy Sleuths	F	16m.	2984
3404	(Dec. 7)	A Snitch In Time	F	16½m.	3005
3405	(Jan. 4)	Three Arabian Nuts	F	16m.	3021
3406	(Mar. 1)	Baby Sitters' Jitters	F	16m.	3040
One Reel CANDID MICROPHONE (6)					
3551	(Oct. 12)	Candid Microphone—No. 1	G	11m.	2965
3552	(Dec. 14)	Candid Microphone—No. 2	G	10m.	3005
3553	(Feb. 15)	Candid Microphone—No. 3	G	10½m.	3040
3554	(Apr. 12)	Candid Microphone—No. 4	F	11m.	3043
CAVALCADE OF BROADWAY (8)					
3651	(Oct. 26)	The Versailles	G	10m.	2986
3652	(Dec. 28)	The China Doll	G	11m.	3021
3653	(Mar. 29)	Havana Madrid			
COLOR FAVORITES (12)					
(Re-releases)					
(Technicolor)					
3601	(Sept. 7)	Happy Tots' Expedition	G	7m.	2943
3602	(Oct. 5)	Land Of Fun	G	7m.	2959
3603	(Nov. 9)	Peaceful Neighbors	E	8½m.	2959
3604	(Dec. 7)	The Foolish Bunny	G	8m.	2985
3605	(Jan. 11)	Midnight Frolics	F	7½m.	3005
3606	(Feb. 8)	The Carpenters	F	8m.	3028
3607	(Mar. 15)	Poor Little Butterfly			
3608	(Apr. 5)	Jitterbug Knights			
FILM NOVELTIES (8)					
3901	(Sept. 28)	Stars Of Tomorrow "Tots and Teens"	G	10m.	2960
JOLLY FROLICS (3)					
(Technicolor)					
3501	(Nov. 30)	The Popcorn Story	E	6½m.	2998
3502	(Jan. 25)	Gerald McBoing-Boing	E	7m.	2998
MR. MAGOO (3)					
(Technicolor)					
3701	(Sept. 14)	Trouble Indemnity	G	6½m.	2943
3702	(Dec. 28)	Bungled Bungalow	E	6½m.	3021
3703	(Apr. 25)	The Barefaced Flatfoot			
MUSIC TO REMEMBER (6)					
3751	(.....)	Prince Igor	G	9½m.	2952
3752	(.....)	Nutcracker Suite	G	9½m.	2960
3753	(.....)	Piano Concerto In B-Flat Minor	G	10m.	2965
3754	(.....)	Peer Gynt Suite	G	9½m.	2985
3755	(.....)	1812 Overture	F	11m.	2998
3756	(.....)	Swan Lake Ballet	G	10m.	3021
SCREEN SNAPSHOTS (12)					
(Series 30)					
3851	(Sept. 28)	30th Anniversary Special	E	11m.	2960
3852	(Oct. 19)	Fun At Shadow Mountain	G	9½m.	2938
3853	(Nov. 16)	Hollywood Goes To Bat	G	10m.	2985
3854	(Dec. 14)	Heart Throbs of Yesterday	G	10m.	3004
3855	(Jan. 25)	Reno's Silver Spurs Awards	F	9m.	3028
3856	(Mar. 22)	Jimmy McHugh's Song Party		10½m.	
3857	(Apr. 19)	Hollywood Memories		9m.	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
VARIETY FAVORITES (8)					
(Re-releases)					
3951	(Sept. 21)	Korn Kobbler	G	11m.	2932
3952	(Nov. 23)	Drug Store Follies	F	10½m.	2958
3953	(Dec. 21)	Milt Britton and Band	B	11m.	3005
3954	(Feb. 22)	Brokers' Follies	G	11m.	3043
WORLD OF SPORTS (12)					
3801	(Sept. 28)	Snow Fiesta	G	9m.	2960
3802	(Oct. 26)	King Of The Pins	G	9m.	2986
3803	(Nov. 30)	Mat Masters	F	10m.	2998
3804	(Dec. 28)	Champion Jumpers	G	10m.	3021
3805	(Feb. 22)	Army's All American	G	10m.	
3806	(Mar. 22)	Quebec Ice Thrills		10m.	
3807	(Apr. 26)	Tennis Skills			
MGM					
One Reel					
CARTOONS (16)					
(Technicolor)					
(T-J—Tom and Jerry)					
W-231	(Sept. 16)	The Hollywood Bowl (T-J)	E	7m.	2932
W-232	(Sept. 30)	Garden Gopher	G	6m.	2953
W-233	(Oct. 21)	Framed Cat (T-J)	F	7m.	2952
W-234	(Nov. 4)	The Chump Champ	F	7m.	2952
W-235	(Nov. 25)	Cue Ball Cat (T-J)	G	7m.	2959
W-236	(Dec. 9)	The Peachy Cobbler	G	7m.	2975
W-237	(Jan. 6)	Casanova Cat (T-J)	F	7m.	3004
W-238	(Jan. 27)	Fresh Laid Plans	F	9m.	2998
W-239	(Feb. 10)	Cock-A-Doodle Dog	G	7m.	3022
W-240	(Mar. 3)	Jerry And The Goldfish (T-J)	E	7m.	3028
W-241	(Mar. 31)	Daredevil Droopy	G	6m.	3028
W-242	(Apr. 7)	Jerry's Cousin (T-J)	G	7m.	3028
W-243	(.....)	Droopy's Good Deed	G	7m.	3049
W-244	(.....)	Sleepy Time Tom (T-J)	F	7m.	3049
W-245	(.....)	Symphony In Slang	E	7m.	
(.....)	(.....)	His Mouse Friday			
GOLD MEDAL REPRINT CARTOONS (6)					
(Technicolor)					
W-261	(Oct. 7)	Zoot Cat	E	7m.	2959
W-262	(Dec. 2)	The Early Bird Dood It	G	9m.	2975
W-263	(Feb. 24)	The Million Dollar Cat	F	7m.	2999
W-264	(Apr. 14)	The Shooting Of Dan McGoo	G	7m.	3028
(.....)	(.....)	Gallop'n' Gals	E	8m.	3043
(.....)	(.....)	The Bodyguard			
PEOPLE ON PARADE (8)					
(Technicolor)					
P-211	(Jan. 6)	Egypt Speaks	F	8m.	3013
P-212	(Feb. 3)	Voices Of Venice	G	8m.	3028
P-213	(Apr. 21)	Springtime In The Netherlands (Traveltalk)	G	9m.	3040
P-214	(Apr. 28)	Land Of The Zuider Zee (Traveltalk)	G	9m.	3040
PETE SMITH SPECIALTIES (10)					
S-251	(Sept. 2)	Wrong Way Butch	E	10m.	2943
S-252	(Sept. 9)	Football Thrills No. 13	G	9m.	2932
S-253	(Oct. 21)	Table Toppers	G	8m.	2952
S-254	(Nov. 11)	Curious Contests	G	8m.	2985
S-255	(Dec. 16)	Wanted: One Egg	G	9m.	2986
S-256	(Feb. 17)	Sky Skiers	G	8m.	3022
S-257	(Mar. 24)	Fixin' Fool	G	8m.	
S-258	(.....)	Camera Sleuth	G	10m.	
Paramount					
Two Reel					
MUSICAL PARADE FEATURETTES (6)					
(Technicolor)					
(Reissues)					
FF10-1	(Oct. 6)	Mardi Gras	E	19m.	2931
FF10-2	(Oct. 6)	Caribbean Romance	E	19m.	2931
FF10-3	(Oct. 6)	Showboat Serenade	E	20m.	2931
FF10-4	(Oct. 6)	You Hit The Spot	G	18m.	2931
FF10-5	(Oct. 6)	Bombalera	E	19m.	2931
FF10-6	(Oct. 6)	Halfway To Heaven	G	19m.	2931
SPECIAL (1)					
T10-1	(Sept. 1)	The New Pioneers	E	20m.	2932
One Reel					
CASPER CARTOONS (6)					
(Technicolor)					
B10-1	(Oct. 27)	Casper's Spree Under The Sea	E	10m.	2975
B10-2	(Dec. 13)	Once Upon A Rhyme	G	8m.	3004
B10-3	(Mar. 30)	Boo Hoo Baby	G	8m.	3035
GRANTLAND RICE SPORTLIGHTS (12)					
R10-1	(Oct. 6)	Desert Hi-Jinks	G	9m.	2986
R10-2	(Nov. 10)	Outboard Shenanigans	G	9m.	2986
R10-3	(Oct. 6)	Glacier Fishing	G	9m.	2986
R10-4	(Nov. 24)	Targets On Parade	G	10m.	3004
R10-5	(Dec. 8)	Dobbin Steps Out	F	10m.	3004
R10-6	(Dec. 29)	Top Flight Tumblers	G	9m.	3013
R10-7	(Feb. 16)	Isle Of Sport	F	10m.	3035
R10-8	(Mar. 16)	Big Little Leaguers	E	9m.	3051
NOVELTOONS (10)					
(Technicolor)					
P10-1	(Nov. 10)	Voice Of The Turkey	F	6m.	2975
P10-2	(Nov. 24)	Mice Meeting You	G	7m.	3004
P10-3	(Dec. 22)	Sock-A-Bye Kitty	G	7m.	3013
P10-4	(Jan. 12)	One Quack Mind	F	7m.	3013
P10-5	(Mar. 9)	Mice Paradise	G	7m.	3035
P10-6	(Apr. 27)	Hold The Lion Please	G	7m.	
P10-7	(May 4)	Land Of Lost Watches			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
PACEMAKERS (6)					
K10-1	(Oct. 20)	Just Fur Fun	E	10m.	2953
K10-2	(Oct. 27)	The City of Beautiful Girls	G	10m.	2975
K10-3	(Dec. 8)	Country Cop	G	10m.	3005
K10-4	(Feb. 2)	Music Circus	F	11m.	3035
K10-5	(Mar. 23)	Kids And Pets	G	11m.	
K10-6	(Apr. 13)	The Littlest Expert			
POPEYE CARTOONS (8)					
(Technicolor)					
E10-1	(Oct. 13)	Quick On The Vigor	G	7m.	2953
E10-2	(Nov. 10)	Riot In Rhythm	F	7m.	2975
E10-3	(Dec. 1)	Farmer And The Belle	G	7m.	3004
E10-4	(Jan. 26)	Vacation With Play	G	7m.	3005
E10-5	(Apr. 20)	Thrill Of Fair	G	7m.	
E10-6	(May 18)	Alpine For You			
POPEYE CHAMPIONS (4)					
(Reissues)					
Z10-1	(Oct. 6)	Her Honor The Mare	E	7m.	2953
Z10-2	(Nov. 3)	We're On Our Way To Rio	G	8m.	2959
Z10-3	(Nov. 17)	Pop-Pie A La Mode	G	8m.	2959
Z10-4	(Nov. 17)	Shape Ahoy	G	7½m.	2959
SCREEN SONGS (6)					
(Technicolor)					
X10-1	(Nov. 17)	Fiesta Time	G	7m.	2985
X10-2	(Nov. 17)	Fresh Yeggs	F	8m.	2985
X10-3	(Feb. 9)	Tweet Music	G	7m.	3040
X10-4	(Apr. 20)	Drippy Mississippi	E	7m.	
X10-5	(May 11)	Miners Forty Niners			
THE MOVIES AND YOU					
(All Industry Shorts)					
T10-2	(Jan. 15)	The Cinematographer	E	9½m.	3005
RKO					
Two Reel					
CLARK AND McCULLOUGH REISSUES (4)					
13601	(Sept. 8)	Fits In A Fiddle	F	15m.	3003
13602	(Oct. 20)	Hey, Nanny, Nanny	F	15m.	3012
13603	(Nov. 17)	Alibi Bye, Bye	G	21m.	2974
13604	(Dec. 29)	Jitters The Butler	F	20m.	3003
COMEDY SPECIALS (6)					
13401	(Sept. 22)	Waiting For Baby	G	17m.	2882
13402	(Nov. 24)	Nightclub Daze	F	16m.	2907
13403	(Jan. 14)	The Newlywed's Boarder..		17m.	
13404	(Mar. 16)	Tin Horn Troubadors		16m.	
EDGAR KENNEDY REISSUES (4)					
13501	(Sept. 1)	Act Your Age	G	18m.	2958
13502	(Sept. 29)	'Tain't Legal	B	16m.	2958
13503	(Oct. 27)	Kennedy The Great	F	19m.	2974
13504	(Dec. 22)	Mutiny In The County	F	17m.	2974
LEON ERROL COMEDIES (6)					
13701	(Sept. 15)	Texas Tough Guy	F	18m.	2964
13702	(Dec. 1)	Spooky Wooky	F	15m.	2998
13703	(Jan. 26)	Chintown Champ	F	16m.	3035
13704	(Mar. 30)	Punchy Pancho	G	16m.	3028
MY PAL (2)					
13201	(Oct. 6)	Pal, Fugitive Dog	F	21m.	2986
13202	(Feb. 16)	Pal's Gallant Journey	G	22m.	3035
SPECIALS (3)					
13001	(Sept. 29)	You Can Beat The A-Bomb E		19½m.	2958
13901	(Dec. 8)	Football Headliners			
		of 1950	F	17m.	3012
13801	(Apr. 13)	Basketball Headliners of			
		1951			
THIS IS AMERICA (13)					
13101	(Sept. 15)	Pinkerton Man	F	16m.	2943
13102	(Oct. 15)	Seven Cities Of			
		Washington	G	15m.	2986
13103	(Nov. 10)	Whereabouts Unknown	E	15m.	2998
13104	(Dec. 9)	Letter To A Rebel (Reissue)	G	16m.	2974
13105	(Dec. 5)	Airlines To Anywhere	G	16m.	3028
13106	(Feb. 2)	Lone Star Roundup			
13107	(Mar. 2)	Cruise Ship		16m.	
TRUE-LIFE ADVENTURES (1)					
(Technicolor)					
(.....) Nature's Half Acre					
One Reel					
SCREENLINERS (13)					
14201	(Sept. 8)	It's Only Muscle	G	9m.	2938
14202	(Oct. 6)	Fairest Of The Finest	G	8m.	2945
14203	(Nov. 3)	The Big Appetite	G	9m.	2986
14204	(Dec. 1)	Package Of Rhythm	G	10m.	3013
14205	(Dec. 29)	Research Ranch	F	8m.	3013
14206	(Jan. 26)	Movie Oldies	G	9m.	3035
14207	(Feb. 23)	Life Guard	G	8½m.	3051
(.....) Flying Padre					
SPORTSCOPES (13)					
14301	(Sept. 22)	Crocodile Hunters	F	9m.	2960
14302	(Oct. 20)	Football's Mighty Mustang	F	8m.	2975
14303	(Nov. 17)	Diving Dynasty	F	8m.	3004
14304	(Dec. 15)	Connie Mack	F	8m.	2975
14305	(Jan. 12)	Canadian Snow Fun	G	8m.	3035
14306	(Feb. 9)	Big House Rodeo			
14307	(Mar. 9)	The Big Shoot		8m.	
THE MOVIES AND YOU					
(All-Industry Shorts)					
14801	(Sept. 13)	The Costume Designer	E	9m.	2766

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
WALT DISNEY CARTOONS (18) (Technicolor)					
(D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro; S—Special)					
14101	(Sept. 1)	Hook, Lion And Sinker (D) G		7m. 2965	
14102	(Sept. 22)	Camp Dog (P) G		7m. 2965	
14103	(Oct. 13)	Bee At The Beach (D) F		7m. 2974	
14104	(Nov. 3)	Hold That Pose (G) G		7m. 2998	
14105	(Nov. 24)	Morris The Midget Moose (S) G		8m. 2938	
14106	(Dec. 15)	Out On A Limb (D) G		7m. 3013	
14107	(Jan. 5)	Lion Down (G) G		7m. 3013	
14108	(Jan. 19)	Chicken In The Rough G		7m. 3035	
14109	(Feb. 9)	Cold Storage (P) E		7m. 3040	
14110	(Mar. 2)	Dude Duck (D) G			
14111	(Mar. 23)	Homemade Home (G) G			
14112	(Apr. 6)	Corn Chips (D) G			
14113	(Apr. 21)	Cold War (S) G			
	(.....)	Test Pilot Donald			

WALT DISNEY REISSUES (6) (Technicolor)					
14701	(Oct. 27)	The Moth And The Flame.....E		8m. 2975	
14702	(Dec. 29)	Donald's Golf Game E		8m. 2985	
14703	(Feb. 23)	Merbabies E		9m. 2985	
14704	(Apr. 20)	The Practical Pig E		8m. 2985	
14705	(July 6)	Polar Trappers E		8m. 2985	
14706	(Aug. 24)	The Old Mill E		9m. 2985	

Republic SERIALS (4)

5081	(Dec. 23)	Desperadoes Of The West G		12ep. 2934	
5082	(Mar. 17)	Flying Disc Men From Mars G		12ep. 2974	
5083	(June 9)	Perils Of The Darkest Jungle (Reissue) F		12ep. 3012	
	(.....)	Don Daredevil Rides Again			

THIS WORLD OF OURS (6)

(Trucolor)					
4975	(Mar. 15)	Norway G		9m. 2806	
4976	(June 1)	Denmark G		9m. 2890	
4977	(July 15)	Glacier National Park G		9 1/2m. 2915	
4978	(Aug. 30)	Sweden G		9m. 2932	
4979	(Oct. 15)	France E		10m. 2965	
4980	(Nov. 30)	Holland G		9m. 2986	
(1950-51)					
5071	(15)	London F		9m. 3013	
5072	(Feb.)	Portugal G		9 1/2m. 3040	
5703	(Mar. 15)	in		9m.	

20th Century-Fox

Three R

7101	(Jan.)	Why Korea? E		30m. 3012	
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Two Reel THE MARCH OF TIME (Vol. 16)

(Feb.)	No. 1—Mid Century: Half Way To Where? E	17m. 2798	
(Mar.)	No. 2—The Male Look E	17m. 2819	
(Apr.)	No. 3—The Female Look E	17m. 2850	
(May)	No. 4—Beauty At Work E	17m. 2874	
(Aug.)	No. 5—As Russia Sees It G	16m. 2914	
(Sept.)	No. 6—The Gathering Storm F	17m. 2952	
(Nov.)	No. 7—Schools On The March G	18m. 2974	
(Dec.)	No. 8—Tito—New Ally? E	18m. 3003	

(Vol. 17) (8)

(Feb.)	No. 1—Strategy For Victory G	17 1/2m. 3028	
(Mar.)	No. 2—Flight Plan For Freedom E	18 1/2m. 3049	

SPECIAL

7903	(.....)	Draughtsman Of Dreams.....G		16 1/2m. 2850	
	(.....)	The Magnetic Tide (Cine- color) G		21m. 2985	

One Reel

LEW LEHR (2)

(Re-releases)

9001	(Aug.)	Monkeys Is The Cwazlest People G		9m. 2915	
9002	(Aug.)	Monkey Doodle Dandies G		9m. 2915	

MOVIETONE ADVENTURES

(Technicolor)

2051	(Apr.)	Pattern Of Progress G		8m. 2806	
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MOVIETONE MELODIES (4)

7001	(Jan.)	Lawrence Welk and His Champagne Music F		9m. 2779	
7002	(Mar.)	Red Ingle and His Gang G		9m. 2785	
7003	(Aug.)	Skitch Henderson & Orch. F		10m. 2883	
7004	(Oct.)	The Fontane Sisters F		8m. 2932	

MOVIETONE SPECIALTIES (4)

8001	(June)	Mid-West Metropolis G		9m. 2839	
8003	(July)	Music Of Manhattan E		10m. 2839	
9801	(Feb.)	Struggle For Survival E		9m. 2591	
9802	(Aug.)	The Hunter E		8m. 2667	
9803	(Sept.)	Shadows In The Snow G		9m. 2725	

SPECIAL (.....) Home Of The Homeless... G 10m. 2837					
SPORTS REVIEWS (12) (T—Technicolor)					
3001	(Jan.)	Skiing Is Believing G		9m. 2779	
3002	(Feb.)	From Jib To Topsail F		8 1/2m. 2770	
3003	(May)	Diving Maniacs G		9m. 2884	
3004	(May)	Shooting The Salmon Rapids G		10m. 2839	
3005	(July)	Winning Form F		10m. 2915	
3006	(June)	Action With Rod And Reel G		10m. 2850	
3007	(Sept.)	Bowlers' Fair B		8m. 2915	
3008	(Sept.)	Football Pay-Off Plays G		10m. 2965	
3009	(Oct.)	Circus On The Campus G		10m. 2965	
3010	(Nov.)	Tee Girls G		10m. 2965	
3051	(Mar.)	Frolic In Sports G		8m. 2806	
(1950-51)					
3101	(Jan.)	Arrow Artistry F		9m.	
3102	(Mar.)	Let's Go Marlin Fishing.....		9m.	

TERRYTOONS (20)

(Technicolor)

5001	(Jan.)	Comic Book Land G		7m. 2779	
5002	(Feb.)	The Talking Magpies In The Fox Hunt F		7m. 2784	
5003	(Mar.)	Victor The Volunteer In Better Late Than Never... G		7m. 2785	
5004	(Mar.)	Mighty Mouse In Anti-Cats F		7m. 2806	
5005	(Apr.)	Aesops Fable Foiling The Fox F		7m. 2839	
5006	(Apr.)	Dinky In The Beauty Shop F		7m. 2839	
5007	(May)	The Talking Magpies In A Merry Chase F		7m. 2839	
5008	(May)	Dream Walking G		7m. 2850	
5009	(June)	Mighty Mouse In Law And Order F		6 1/2m. 2915	
5010	(July)	The Red Headed Monkey F		7m. 2883	
5011	(July)	Dingbat In All This And Rabbit Stew F		7m. 2883	
5012	(Aug.)	The Dog Show F		7m. 2883	
5013	(Aug.)	The Talking Magpies In King Tut's Tomb G		7m. 2839	
5014	(Sept.)	Little Roquefort In Cat Happy F		7m. 2907	
5015	(Sept.)	If Cats Could Sing F		6 1/2m. 2915	
5016	(Oct.)	Little Roquefort In Mouse And Garden F		6 1/2m. 2932	
5017	(Oct.)	Mighty Mouse In Beauty On The Beach G		7m. 2932	
5018	(Nov.)	Gandy Goose In Wide Open Spaces G		7m. 2965	
5019	(Dec.)	Dingbat In Sour Grapes...G		7m. 2965	
5020	(Dec.)	Mighty Mouse In Mother Goose's Birthday Party...G		7m. 2965	

(1950-51) (26)

5101	(Jan.)	The Talking Magpies In Rival Romeos F		7m. 2965	
5102	(Jan.)	Nutsy In Squirrel Crazy...G		7m. 3021	
5103	(Feb.)	Little Roquefort In Three Is A Crowd G		7m. 3021	
5104	(Feb.)	Woodman Spare That Tree F		6 1/2m. 3013	
5105	(Mar.)	Half Pint In Stage Struck F		7m. 3021	
5106	(Mar.)	Super Mouse In Sunny Italy G		7m. 3021	
5107	(Mar.)	Gandy Goose In Songs Of Erin G		7m. 3021	
5108	(Apr.)	The Talking Magpies In Bulldozing The Bull F		6m. 3040	
5109	(Apr.)	Gandy Goose In Spring Fever F		6 1/2m. 3051	
5111	(.....)	Musical Madness			

(Reissues) (4)

5021	(Jan.)	Mississippi Swing G		7m. 2784	
5022	(Feb.)	What Happens At Night G		7m. 2785	
5023	(May)	Orphan Duck G		7m. 2839	
5024	(June)	Just A Little Bull F		7m. 2839	

(1951) (4)

5127	(Jan.)	Lucky Duck G		7m. 3013	
5128	(Feb.)	The Bird Tower G		7m. 3012	
5129	(Apr.)	Shipyard Symphony E		6m. 3043	

THE MOVIES AND YOU

(All-Industry Shorts)

9701	(Nov. 1 '49)	The Art Director E		8m. 2735	
9702	(Nov.)	The Screen Writer E		9 1/2m. 2965	

United Artists

One Reel

(1950)

SONGS OF AMERICA (18)

(Aug. 19)	Melodic Spirituals G	9m. 2793	
(July 22)	Treasured Ballads Of America G	10m. 2793	
(Sept. 9)	Visions And Voices G	9m. 2793	
(Oct. 7)	Melodic Sketches G	9m. 2785	
(Nov. 4)	Symphonic Shades G	8m. 2785	
(Dec. 2)	Melodies Reborn F	10m. 2785	
(Dec. 31)	Cherished Melodies G	9 1/2m. 2814	
(Jan. 27)	Southern A Capella G	8m. 2814	
(Mar. 17)	Memorable Gems F	8 1/2m. 2820	
(Mar. 25)	The Tradition G	8 1/2m. 2814	
(Apr. 14)	Tunes That Live F	9m. 2820	
(May 12)	Glory Filled Spirituals F	10m. 2820	
(June 9)	Highlights Of Long Ago F	9m. 2889	
(July 14)	Long Remembrances F	8m. 2889	
(Aug. 11)	Folklore F	8m. 2889	
(Sept. 15)	The Moods F	8 1/2m. 3021	

Universal-International

Two Reel

NAME BAND MUSICALS (13)

6301	(Nov. 8)	The Harmoncats and Miguelito Valdes Orchestra F		15m. 2998	
6302	(Dec. 20)	Jerry Gray and the Band of Today G		15m. 2999	
6303	(Jan. 3)	Sugar Chile Robinson, Billie Holiday, Count Basie and His Sextet G		15m. 3035	
6304	(Jan. 31)	Frankie Carle and His Orchestra G		15m. 3028	
6305	(Feb. 28)	Ray Anthony And His Orchestra F		15m. 3040	
6306	(Mar. 28)	Tex Williams' Western Varieties G		15m. 3049	

SPECIALS (2)

6201	(Nov. 8)	Fun At The Zoo G		18m. 2932	
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One Reel

CARTOON MELODIES (8)

6381	(Nov. 20)	Brother John F		9m. 2999	
6382	(Jan. 22)	Peggy, Peg, and Polly....F		8m. 2999	
6383	(Mar. 19)	Lower The Boom G		10m. 3028	
	(.....)	Bubbles Of Song			

VARIETY VIEWS (8)

6341	(Jan. 22)	Battle Of The Bulge F		9m. 3021	
6342	(Feb. 19)	Brooklyn Goes To Beantown F		9m. 3028	
6343	(Mar. 5)	Springboard To Fame G		9m. 3049	
	(.....)	Hickory Holiday			

WALTER LANTZ CARTUNES (13)

(Reissues)

(Technicolor)

6321	(Nov. 6)	Life Begins For Andy Panda G		7m. 2985	
6322	(Dec. 4)	Three Lazy Mice G		7m. 2999	
6323	(Dec. 25)	Chew Chew Baby F		7m. 3012	
6324	(Jan. 15)	Dippy Diplomat B		7m. 3021	
6325	(Feb. 12)	The Adventures Of Tom Thumb, Jr. G		7m. 3043	
6326	(Mar. 19)	Woody Dines Out F		7m. 3035	
6327	(Apr. 23)	Andy Panda Goes Fishing..			
6328	(May 14)	Springtime Serenade			
6329	(June 18)	Jungle Jive			
6330	(July 16)	Who's Cookin' Who			
6331	(Aug. 20)	Pied Piper Of Basin Street			
6332	(Sept. 17)	100 Pygmies And Andy Panda			
6333	(Oct. 15)	The Fox And The Rabbit...			

WOODY WOODPECKER CARTOONS (6)

(Technicolor)

6351	(Jan. 22)	Puny Express E		7m. 3035	
6352	(Mar. 26)	Sleep Happy F		7m. 3049	
6353	(.....)	Wicket Wacky		7m.	

Warners

Two Reel

SPECIALS (8)

(Technicolor)

7001	(July 29)	Wish You Were Here G		20m. 2900	
7002	(Nov. 4)	Royal Rodeo G		14 1/2m. 2964	
7003	(Dec. 23)	The Wanderer's Return E		16m. 3005	
7004	(Feb. 17)	My Country 'Tis Of Thee G		15m. 3028	
7005	(Mar. 17)	The Neighbor Next Door G		20m. 3049	
7006	(May 5)	Stranger In The Lighthouse			

FEATURETTES (6)

7101	(Sept. 9)	Wagon Wheels West	F	20m. 294
7102	(Nov. 18)	Barber Shop Ballads	E	19m. 297
7103	(Jan. 27)	Ace Of Clubs	G	16m. 302
7104	(Mar. 31)	Roaring Guns	E	19m. 305
7105	(May 26)	Hunting The Hard Way.....		

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
JOE McDOAKES COMEDIES (6)					
7401	(Sept. 23)	So You Want A Raise	G	10m. 2953	
7402	(Dec. 2)	So You're Going To Have An Operation	F	10m. 2975	
7403	(Jan. 13)	So You Want To Be A Handyman	F	10m. 2999	
7404	(Apr. 14)	So You Want To Be A Cowboy	G	10m.	
MERRIE MELODIES (18) (Technicolor)					
7701	(Oct. 21)	Stage For A Mouse	G	7m. 2959	
7702	(Oct. 28)	Pap 'Im Popl	F	7m. 2960	
7703	(Nov. 25)	Caveman Inkl	G	7m. 2965	
7704	(Dec. 2)	Dag Callared	F	7m. 2985	
7705	(Dec. 30)	Twa's A Crowd	G	7m. 3013	
7706	(Jan. 20)	A Fox In A Fix	F	9m. 3013	
7707	(Feb. 3)	Canned Feud	G	7m. 3028	
7708	(Feb. 24)	Putty Tat Trauble	G	7m. 3021	
7709	(Mar. 3)	Carn Plastered	G	7m. 3040	
7710	(Mar. 24)	Scent-imental Ramea	G	7m. 3040	
7711	(Apr. 7)	A Bone Far A Bone	F	7m.	
7712	(Apr. 28)	A Hound Far Trauble			
7713	(May 12)	Early Ta Bet			
SPORTS PARADE (10) (Technicolor)					
7501	(Dec. 9)	Wild Water Champions	G	15m. 2975	
7502	(Sept. 2)	Grandad Of Races	G	10m. 2943	
7503	(Oct. 21)	Paddle Yaur Own Canoe	G	10m. 2953	
7504	(Jan. 13)	Ski In The Sky	F	9m. 3005	
7505	(Feb. 24)	The Will To Win	F	10m. 3035	
7506	(Apr. 7)	Rocky Eden	G	10m.	
7507	(May 12)	Hawaiian Sparts			
THE MOVIES AND YOU (All Industry Shorts)					
(Mar.)		The Film Director	E	9m. 3051	
VITAPHONE NOVELTIES (8)					
7601	(Oct. 14)	Slap Happy	F	10m. 2953	
7602	(Nov. 25)	Those Wha Dance	F	8 1/2m. 2965	
7603	(Dec. 30)	Blaze Busters	G	10m. 3013	
7604	(Jan. 20)	Animal Antics	F	9m. 3028	
7605	(Mar. 10)	Harse-Hide Heraes	G	10m.	
7606	(Apr. 21)	Anything For Laughs			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Miscellaneous					
		An Island—Japan (United World)	G	21m. 2938	
		Animal Theatre, The (Artkina)	G	37m. 3012	
		Artek (Artkina)	G	18m. 3028	
		As Old As The Hills (Brit. Inf. Serv.) (Technicolor)	G	10m. 3021	
		Caucasian Reserves (Artkina)	F	10m. 3031	
		City In Siege (Nat. Film Baard af Canada)	G	16m. 3043	
		Compasers In Clay (Canton-Weiner)	E	17m. 2985	
		Coral Wonderland (Australian News and Infa. Bureau)	F	25m. 3005	
		Dangerous Waters (Technicolor) (Jam Handy)	F	9m. 3005	
		Earthquake In Equador (UN)	G	15m. 2974	
		Feathered Fishes (Australian News and Infa. Bureau)	G	15m. 3005	
		First Forty Days, The (U. S. Army)	G	25m. 3013	
		Flying Saucer Mystery, The (Telenews)	F	10m. 2985	
		Gardens Of Old England (Brit. Inf. Serv.)	G	10m. 3022	
		Grandma Mases (AF Films)	E	22m. 2974	
		Hollywood Ten, The (Contemporary) (Na Rating)		15m. 2938	
		Hunting With Baw And Arrow (Cornell)	E	17m. 3021	
		Irish Melody (Bell)	G	36m. 3005	
		Killers Of The Deep (Astor)	B	22m. 3028	
		Loves Of Franistan, The (Canton-Weiner)	G	7m. 3028	
		Mare About Me (Canton-Weiner)	G	7m. 2986	
		Of Human Rights (UN)	G	21 1/2m. 2974	
		On Stage Everybody (N55)	E	9 1/2m. 2938	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
		Partner Perkins (Technicolor) (N55)	G	10 1/2m. 2959	
		Pattern For Survival (Kodachrome) (Cornell) (16mm. and 35mm.)	E	20m. 2986	
		Radin (Canton-Weiner)	E	21m. 3021	
		Russian Ballet and Folk Music (Artkina)	G	11m. 2960	
		Scenes Fram Rigoletto (Artkina)	F	10m.	
		Serenade (Ambassador)	G	10m. 3005	
		Singers Of Israel (Central Cinema)	G	10m. 3028	
		Song Of The Prairie (Official Films)	F	18m. 3043	
		Strauss Festival (Films International)	E	5m. 3051	
		Struggle Far Oil, The (Brit. Inf. Serv.)	G	22m. 2999	
		Tales Fram The Vienna Woods (Hyperion)	E	10m. 3005	
		Tarantelle (Technicolor) (Nemeth)	F	5m. 2931	
		Touch Of The Shamrock, A (Bell)	F	28m. 3005	
		Traaping The Colars (BIS)	F	11m. 2986	
		Unfinished Symphony (Hyperion)	G	10m. 3005	
		You Can Change The World (The Christophers)	G	20m. 3021	
		Vienna Bland (Hyperion)	G	10m. 3005	
		Village Tale, The (Canton-Weiner)	E	35m. 3013	
		What's The Name Of That Song? (Dorety)	F	18 1/2m. 2986	
The Movies And You (All-Industry Shorts)					
(Nov.)		The Screen Writer (20th-Fax)	E	9 1/2m. 2965	
(Mar. '51)		The Film Director (Warners)	E	9m. 3051	
(Sept. 13)		The Costume Designer (RKO)	E	9m. 2769	
(Jan. 15)		The Cinematographer (Paramount)	E	9 1/2m. 3005	

Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

COLUMBIA	EAGLE LION CLASSICS	LIPPERT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH
Al Jennings Of Oklahoma D. Duryea, G. Storm, D. Foran (Technicolor)	Skipalong M. Rosenbloom, S. Ryan, M. Baer, J. Coogan The Blue Lamp J. Warner, J. Hanley, G. Whitby (English-made)	Mask Of The Dragon R. Travis, S. Melton, S. Melton	Three Guys Named Mike J. Wymann, V. Johnson, H. Keel, B. Sullivan	Navy Bound T. Neal, W. Waldron, R. Toomey Man From Sonora, W J. M. Brown, L. Hall, M. Healey	The Mating Season G. Tierney, J. Lund, T. Ritter, M. Hopkins The Redhead And The Cowboy G. Ford, R. Fleming, E. O'Brien	Tarzan's Peril L. Barker, V. Huston, G. Macready Hard, Fast, And Beautiful C. Trevor, R. Clarke, S. Forrest	Oh! Susanna R. Cameron, A. Booth (Trucolor) Silver City Bonanza, W R. Allen, B. Ebsen Cuban Fireball E. Rodriguez, W. Douglas Insurance Investigator R. Denning, A. Long Heart Of The Rockies R. Rogers, P. Edwards	The Sword Of Monte Cristo G. Montgomery, P. Corday, B. Kroeger (Supercinecolor) Lucky Nick Cain G. Rafi, C. Gray (Made in Europe) Bird Of Paradise L. Jourdan, D. Paget, J. Chandler (Technicolor) (Made in Hawaii)	The Second Woman R. Young, B. Drake, J. Sutton (Popkin) Abbott and Costello Meet The Invisible Man B. Abbott, L. Costello, N. Guild Air Cadet G. Russell, S. McNally, R. Long The Magnet S. Murray, K. Walsh, W. Fox (English-made)	The Groom Wore Spurs G. Rogers, J. Carson, J. Davis Abbott and Costello Meet The Invisible Man B. Abbott, L. Costello, N. Guild Air Cadet G. Russell, S. McNally, R. Long The Magnet S. Murray, K. Walsh, W. Fox (English-made)	Sugarfoot R. Scott, A. Jergens (Technicolor) Lightning Strikes Twice R. Roman, R. Todd, Z. Scott Dodge City E. Flynn, O. de Havilland (Re-release) Virginia City E. Flynn, M. Hopkins, H. Bogart (Re-release) Lullaby Of Broadway D. Day, G. Nelson, S. Sakall (Technicolor)
APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL
Valentino A. Dexter, E. Parker, P. Medina (Technicolor)	When I Grow Up R. Preston, M. Scott, B. Driscoll Volcano A. Magnani, G. Brooks, R. Brazzi (Italian-made)	Danger Zone H. Beaumont, E. Brophy, P. Blake Pier 23 H. Beaumont, A. Savage, E. Brophy, R. Travis	The Great Caruso M. Lanza, A. Blyth, D. Kirsten (Technicolor) Father's Little Dividend S. Tracy, E. Taylor, J. Bennett, D. Taylor Soldiers Three S. Granger, W. Pidgion, D. Niven, G. Gynt	Canyon Raiders W. Wilson, F. Knight, P. Coates Ghost Chasers L. Gorcey, H. Hall, J. Kayne	Molly, G. Berg, P. Loeb, E. Miniz Quebec J. Barrymore, Jr. C. Calvet, P. Knowles (Technicolor) (Made in Canada) The Lemon Drop Kid B. Hope, M. Maxwell, L. Nolan	Kon-Tiki (Documentary of raft voyage in Pacific) The Thing M. Sheridan, J. Arness, S. Creighton My Forbidden Past R. Mitchum, A. Gardner, M. Douglas	Fighting Coast Guard B. Donlevy, E. Raines, F. Tucker Bullfighter And The Lady R. Stack, J. Page, G. Roland (Made in Mexico) Thunder In God's Country, W R. Allen, M. E. Kay, B. Ebsen Wells Fargo Gunmaster, W A. Lane, R. Bancroft, M. E. Kay	Of Men And Music (All-Star) You're In The Navy Now G. Cooper, J. Greer I Can Get It For You Wholesale S. Hayward, D. Dailey Fourteen Hours P. Douglas, R. Basehart, B. Bel Geddes Half Angel J. Cotten, L. Young (Technicolor) Kefauver Investigation	The Scarf J. Barton, M. McCambridge, E. Williams (Goldsmith- Caspar) Queen For A Day P. Avery, D. McGavin, R. Lee (Stillman) He Ran All The Way J. Garfield, S. Winters (Roberts)	Ma And Pa Kettle Back On The Farm M. Main, P. Kilbride Up Front D. Wayne, T. Ewell, J. Lynn, M. Berti Double Crossbones D. O'Connor, H. Carter, W. Geer (Technicolor)	Raton Pass D. Morgan, P. Neal, S. Cochran Only The Valiant G. Peck, B. Peyton, W. Bond
MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY
Santa Fe R. Scott, J. Carter, J. Courtland (Technicolor)	The Hoodlum L. Tierney, A. Roberts, M. Healey Smuggler's Gold C. Mitchell, A. Blake, C. B. Reed Saturday's Hero J. Derek, D. Reed, O. Hulet Snake River Desperadoes, W C. Starrett, S. Burnette	Roaring City H. Beaumont, R. Travis, J. Valerie Kentucky Jubilee J. Colonna, J. Porter, J. Ellison	The Painted Hills Lassie, P. Kelly, G. Grey (Technicolor) Go For Broke V. Johnson, W. Anderson	Blazing Bullets, W J. M. Brown, L. Hall, M. Healey Cavalry Scout R. Cameron, J. Davis, A. Long (Cinecolor) According To Mrs. Hoyle S. Byington, T. Chandler, S. Chase Nevada Badmen, W W. Wilson, F. Knight, P. Coates	Appointment With Danger A. Ladd, P. Calvert, P. Stewart The Last Outpost R. Reagan, R. Fleming, B. Bennett (Technicolor)	Tokyo File 212 F. Marley, R. Peyton (Made in Japan)	Honeychile J. Canova, E. Foy, Jr., A. Hale, Jr. Buckaroo Sheriff Of Texas, W M. Chapin, E. Janssen, J. Bell In Old Amarillo R. Rogers, P. Edwards, G. Jones Fugitive Lady J. Paige, B. Barnes, E. Ciannelli Million Dollar Pursuit P. Edwards, S. Flagg, G. Withers	Follow The Sun G. Ford, A. Baxter, D. O'Keefe, J. Havoc Rawhide T. Power, S. Hayward, H. Marlowe On The Riviera D. Kaye, G. Tierney, C. Calvet (Technicolor)	Fabiola M. Morgan (Italian-made) New Mexico L. Ayres, M. Maxwell, J. Corey (Anisco-color) (Allen) The First Legion C. Boyer, L. Bettger, B. Rush (Sirk) The Prowler V. Hefflin, E. Keyes, J. Maxwell (Eagle) The Man From Planet X R. Clark, M. Field, R. Bond (Corwin)	Katie Did It M. Stevens, A. Blyth, C. Stevens The Fat Man J. Smart, J. London, R. Hudson Smuggler's Island J. Chandler, E. Keyes, P. Friend (Technicolor)	I Was A Communist For The F.B.I. F. Lovejoy, D. Hart, J. Millican Goodbye My Fancy J. Crawford, F. Lovejoy, E. Arden, R. Young

HOLIDAYS
Apr. 21-22—Passover
May 30—Memorial Day

ALLIED ARTISTS
I Was An American Spy—A. Dvorak, G. Evans, D. Kennedy

REALART
Mar. —Deadly Enemies—B. Crawford, R. Cameron
Condemned To Hang—F. Tone, E. Raines, A. Curtis
Apr. —Phantom Of Paris—M. Montez, P. Knowles
Werewolf Of London—H. Hull, V. Hobson

EXHIBITOR

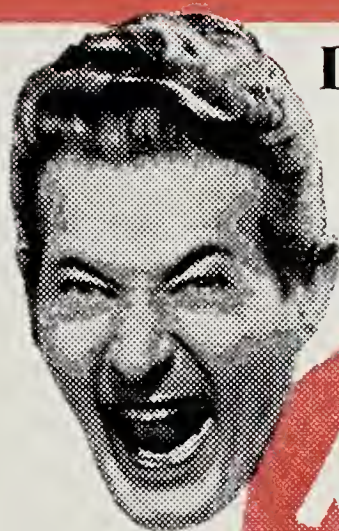


OH! KAYE!! FOR MEMORIAL DAY



DANNY KAYE says:

"I'll be
seeing you
soon..."



On the
Riviera
Technicolor



DANNY KAYE • GENE TIERNEY • CORINNE CALVET "ON THE RIVIERA"

There's No Business Like **20** Business!
CENTURY-FOX

Number 23
Sections: Section One

APRIL 11, 1951

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ERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS

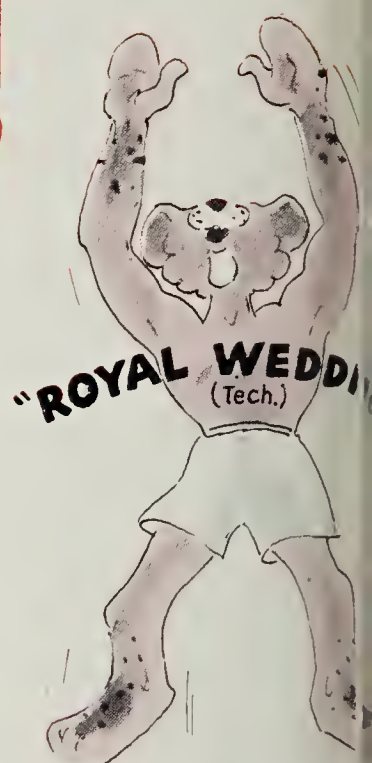
uring EXTRA PROFITS

STRONG AS A LION!

Get ready to top
"Father of the Bride"!

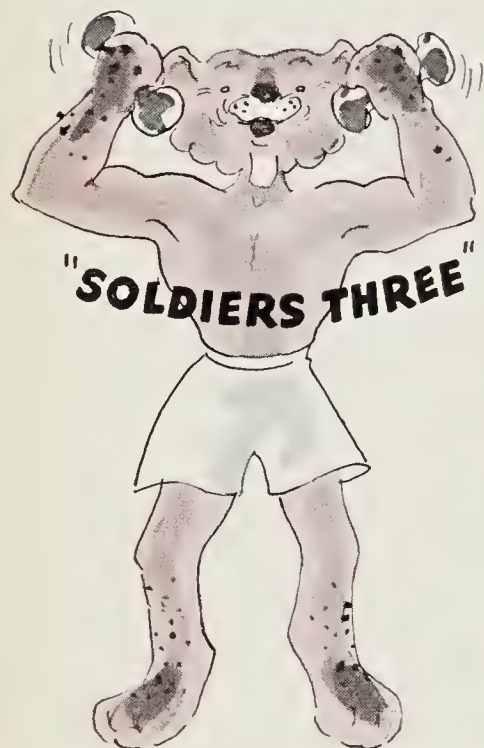


"Best Musical of the Month"—Cosmopolitan



First 80 Dates beat
Three Little Words," "Summer"

It's the "Annie Get
Your Gun" of 1951!



Rollicking, rowdy to keep
theatres crowd-y!



A Box-office
Gold Mine!

The successor to famed "Battleground"

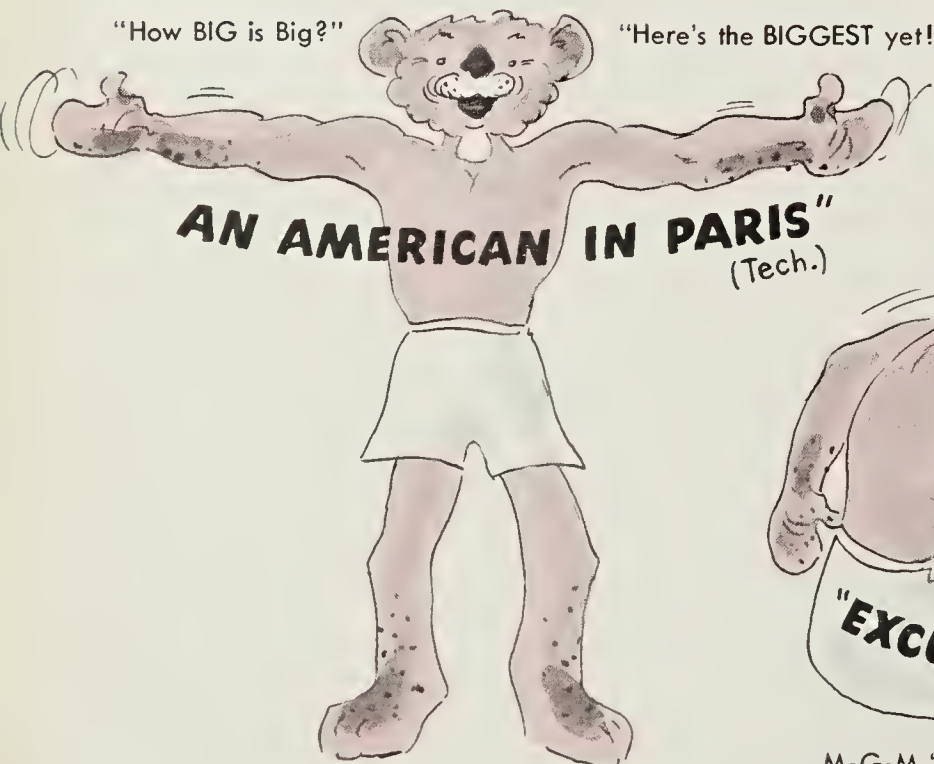
"GO FOR BROKE"



The former star of
"South Pacific" and
that gorgeous
M-G-M blonde!

"How BIG is Big?"

"Here's the BIGGEST yet!"



M-G-M "The Best In Musicals"

Preview Report:
Season's Finest!



Every day new
honors for it!

"TERESA"





A MIDWESTERN theatreman has an arrangement with local schools whereby he gives passes to those having the best marks monthly, local merchants cooperating.



AFTER the experience he underwent recently at the hands of thugs, a prominent midwestern exhibitor leader should be able to outline a successful exploitation campaign the next time he plays a gang-land show.



APPLAUSE of the week is due to the manager of an eastern theatre who arranged with some fraternities in a nearby college to have pledges ballyhoo the house during the annual hazing period. This not only satisfied the college boys but also helped business.



WITH the sale of television sets to homeowners on the decline in many areas, some stores are resorting to free dishes as a premium come-on, which shows how closely TV is patterning itself after this business.



A NOVEL tieup made by one neighborhood house sees children attending synagogue services on three consecutive Saturday mornings receiving free tickets to the theatre.



ONE of the regular patrons at an eastern theatre is a dog who comes in at every change of show, and takes a seat in the middle of one of the back rows. The canine prefers Lassie pictures, or so it says here.

—H. M. M.

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THE COVER PHOTO

Philadelphia's Mayor Bernard Samuel, left, accepts an invitation to the Variety Clubs International convention dinner, on May 12, from Ted Schlanger, genial Warner Theatres zone manager, Philadelphia, and Chief Barker, Tenl 13.

EXHIBITOR

Vol. 45, No. 23



April 11, 1951

Fish Don't Need Salesmen

IT HAS REMAINED for a company president, not Hollywood's gag writers, to come forward with what will probably be recorded in history as the most amazing development of 1951.

AT A TIME when the business is crying for showmanship, for a rebirth of confidence, and for a return to grass roots fundamentals and a belief in itself, William C. MacMillen, Jr., president, Eagle Lion Classics, is advocating that some sort of a post office department be substituted in part for a sales force, and that the motion picture, which everyone will admit depends to a large part on the enthusiasm conveyed to the exhibitor-buyer by the salesman as well as his trade paper, be sold through the mails just as fish from Massachusetts, fruit from California, or fossils from Arizona.

IN A BOOKLET entitled "The Future," contrived to attract independent producers but which furnishes one of the most unusual bits of reading this year, MacMillen points out that the company is now using direct mail, not to sell fish, fruit, or fossils, but to sell pictures. Letters containing a card, giving the prices, which may also be used as contracts for the sale, are enclosed. The exhibitor is supposed to fill in the dates, sign the card, and mail it.

THIS SHOULD heighten the morale of ELC salesmen everywhere. At a time when the Colosseum, the national organization of motion picture salesmen, is trying to effect a living wage agreement for all its members, one company advocates postcards to sell pictures.

FORTUNATELY, within the business there are distributors who feel that their product is too valuable to be sold just like fish, fruit, or fossils, and that the salesman is still a valuable asset. They know also that the theatre is the lifeblood of the industry, and that the customer may not always be right but that he is entitled to be sold personally, and that good will is more important than supposed streamlined efficiency.

WE THINK that when the day comes that the exhibitor is worth no more than a post card, there won't be any theatremen left to sell.

IT IS GOOD that the more constructive elements of this industry, who have been a part of it for decades and not just a few years, are still in the majority. There is a measure of safety in it for all of us.

CAREFULLY MADE, honest pictures, produced at a high cost, the hulwark of the business, can only be sold by the method that has been proved successful these many years.

A JAY EMANUEL PUBLICATION. Founded in 1918. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 9628 Cresta Drive, Beverlywood, Los Angeles, California. Jay Emanuel, publisher; Paul J. Greenhalgh, general manager; Herbert M. Miller, editor; Max Xavier Cades, business manager; Marguerite Gibson, circulation manager; George Frees Nonamaker and Mel Kanecoff, associate editors. Subscription rates: Each of six sectional editions (New England, New York State, Philadelphia-Washington, Southern, Midwest, Midwest-Western): one year, \$2; two year, \$3.50; three years, \$5. General edition: one year, \$7.50 in United States and possessions, \$10 in Canada and Pan-American countries, \$15 in all other countries. Address editorial and business correspondence to the publishing office, 246-248 North Clarion Street, Philadelphia 7, Pennsylvania.

NOW ADD THIS TO
OUTDOOR PIC

IT'S GO

IT

HERBERT J. YATES
presents

in TRUCOLOR

starring

ROD CAMERON • ADRIAN BOO

with WILLIAM CHING • JIM DAVIS

Written by Charles Marquis Warren • Associate Producer-Director JOSEPH KATZ

Oh!!

**THE LONG LIST OF BIG
PICTURES PRODUCED BY REPUBLIC!**

HAT THING

**Brave men
Beautiful women
Romance, Adventure!**

NOT THAT ZING

**That never-failing
box office**

ACTION!

Susanna

FORREST TUCKER • CHILL WILLS

ALLY CASSELL • JAMES LYDON

REPUBLIC PRODUCTION

Republic Pictures Corporation—Herbert J. Yates, President



Now You
Can Book
Two Great
Samuel
Goldwyn
Hits...
**FOR ONE
BIG BOX-
OFFICE
SHOW!**

TORONTO

"Double bill in the Victoria and Eglinton Theatres played to absolute capacity. You can take it from one who sat through the performances with an audience that the laughs are still there."

—James R. Nairn,
Director Pub. Rel.
& Adv., FAMOUS
PLAYERS THEATRES

**BY POPULAR
DEMAND...!**

DANNY KAYE

in

**UP
IN
ARMS**

COLOR BY TECHNICOLOR

DINAH SHORE • DANA ANDREWS

CONSTANCE DOWLING and the GOLDWYN GIRLS

Directed by Elliot Nugent
Associate Producer Don Hartman
Original Screen Play by Don Hartman,
Allen Boretz and Robert Pirosh

AND

THIS IS THEIR FUNNIEST!

BOB HOPE ★ DOROTHY LAMOUR

**THEY GOT
ME COVERED**

Directed by DAVID BUTLER
Screen Play by Harry Kurnitz

(These pictures
available individually
or as a combination)

Re-released thru RKO RADIO PICTURES, Inc.



AT THE RIVOLI, NEW YORK CITY, MANAGER MONTAGUE SALMON INAUGURATES A WILL ROGERS HOSPITAL COLLECTION TABLE WITH THE AID OF MODELS.

It's An All-Industry Job

The Will Rogers Memorial Hospital Expects To Reach Capacity This Year



Seen at New York's Hotel Astor at the unveiling of the Will Rogers portrait at the start of the hospital campaign are, from left, Robert Mochrie, RKO; William White, Skouras Theatres, and Spyros P. Skouras, president, 20th Century-Fox.

WHILE service to the nation and the community through whole-hearted support of bond drives, various charities, and other worthy causes has become one of the industry's finest traditions, and, as such, has long been justifiably publicized, much too little has been said of one of the industry's greatest services to its own members, symbolized by the Will Rogers Memorial Hospital, Saranac Lake, N. Y.

During the last four months of 1950, a total of 18 patients were discharged from Will Rogers Memorial Hospital, an institution founded 25 years ago to care for members of the entertainment industry stricken with tuberculosis. Care and treatment are absolutely free. The executive committee of the hospital board recently estimated that at the rate of admissions experienced by the hospital since it was taken over by the present group in June, 1949, the institution will reach its primary

stage of capacity, 75 patients, late this year. There are now 53 patients at the hospital.

Will Rogers Memorial is not a New York hospital, nor exclusively a Variety Clubs hospital, but is a national institution founded and maintained by the entertainment industry as a whole for the sole purpose of caring for its own. In its 25-year history, the institution has treated tubercular patients from every section of the nation, representing every segment of the entertainment industry.

As a scientific institution, the Will Rogers Memorial Hospital has established a remarkable record. Three out of four patients, 75 per cent of those admitted, are ultimately returned to their jobs. This record alone is formidable proof that the institution deserves the industry's all-out support.

Recently, the hospital board formulated a five-year program to raise a million



Will Rogers Hospital directors journeyed to Saranac Lake, N. Y., to pay tribute to Dr. George E. Wilson, medical director of the institution, on his 25th anniversary with the hospital, and pictured at the head table at the banquet in his honor are, from left, Nick Matsoukas, campaign director, hospital fund-raising committee; Fred J. Schwartz, Century Circuit head; George Dembow, National Screen Service; Abe Montague, Columbia; Dr. Wilson, Bob O'Donnell, Interstate Circuit and hospital president; Charles Lewis, Dr. Edgar Mayer, and Mochrie. (Also present but not shown in the photo was Herman Robbins, president, NSS.)

dollars a year, and toward this end, the board enlisted the services of Nicholas J. Matsoukas, Skouras Theatres executive, to direct the fund-raising drive. Matsoukas is on a year's leave of absence from his company to insure that the program is placed on a solid footing throughout the country.

Several methods of raising money were embodied in the five-year program. The first idea tried on a national scale was the "five-mile long Christmas card" compiled from giant donation cards with space for 30 signatures. Some 26,000 of the cards were distributed across the nation, and brought substantial contributions to the drive. A film trailer, "The Germ And I," was prepared to call attention to the Will Rogers Memorial Hospital campaign. Benefit dances and premieres were suggested as a means of bringing up the quota. Local Will Rogers Hospital committees were organized as the backbone of the five million dollar program.

One such committee in the Indianapolis exchange area, chaired by Sam Switow, adopted a plan that is typical of many to be effected throughout the country. The territory covered by the Indianapolis exchange is to be broken down into sub-areas, with an exhibitor and exchange representative appointed as chairman for each sub-area. Approximately 30 such sub-divisions were provided for.

Under the so-called "Indianapolis" plan, 100 theatres were to take up collections on April 8, with 50 doing the same later. Other houses will make an annual contribution to the hospital on a five-year basis.

The territory plans to raise \$50,000 in the next five years.

Sam Rosen, treasurer, Fabian Theatres, and a director of the hospital, recently called attention to another facet of the campaign, the valuable potentialities of the Will Rogers Hospital as a great public relations medium. Said Rosen:

"Saving the lives of three out of four patients admitted to this great institution is not enough. A hospital like the Will Rogers, founded by a mighty industry such as ours, should, and can, do more. It is at this point that, I believe, the Will Rogers is, and can become, even more so, the greatest single public relations channel for the benefit of the entertainment industry.

"As an industry, we depend upon the nickles and dimes of the people of this nation. Our personal income and company profits are derived, fundamentally, from the man in the street. Our boxoffice, which is patronized by the greatest audience, is the yardstick by which we measure our success. To these people, who come seeking our entertainment, we, as an industry, owe a great responsibility and, consequently, our public relations with them is of permanent importance.

"Industry public relations have, in a good number of cases, been excellent, and, in many cases, have been pretty bad.

"But the perpetuation and expansion of the Will Rogers Memorial Hospital as a scientific institution, not only caring for our own but adopting as its major goal a vast research program for the ultimate eradication of tuberculosis, can become the greatest single factor in the cementing of industry relations with the public.

"We are a public industry privately owned, in a sense a public utility. There-

fore, through the Will Rogers Memorial Hospital, which is our very own, we should embark upon an ambitious research project for tuberculosis. I would like to ask you to pause for a moment and project your imagination into a situation which can possibly arise in the not too distant future; a month, a year, or, perhaps, five or 10 years from today. While sitting in your living room and reading your paper or listening to the radio (or viewing television, if you prefer), you receive the news that the microbe hunters at the Will Rogers Memorial Hospital have finally discovered the cure for tuberculosis after many years of research.

"How would you feel as a member of the entertainment industry?

"It is not an idle dream to think that this may come to pass. Medical history has proven that discoveries for the alleviation of human suffering have only come about by the intensive and painstaking research of scientists. Why shouldn't it be realized through the efforts of our own Will Rogers Memorial Hospital? We have the top scientists to do the job. In addition, the Will Rogers Memorial Hospital is located in the "capital city" for the treatment of tuberculosis, where many institutions which specialize in the care and treatment of tuberculosis are located.

"But to embark upon this type of research project, the Will Rogers Memorial Hospital must have ample funds. These funds can be obtained if you, and I, and everyone else in the industry makes the move and decide that, if for no other reason than to foster industry public relations, the Will Rogers Memorial Hospital should embark upon a vast research program to conquer tuberculosis."



Following an inspection tour of the hospital, the directors were entertained by Schwartz, seen here with his arm in a sling as a result of an accident, at his lodge at Lake Placid, N. Y., and pictured at the informal gathering are Murray Weiss, Boston, talking with Schwartz, and Mochrie, chatting with Dr. Morris Dworski, member of the Will Rogers Memorial Hospital staff.



Dr. Mayer, noted chest specialist and New York consultant to the board, briefs the board of directors on ways the hospital could expand its usefulness to the industry. On Dr. Mayer's advice, the board voted to put the hospital laboratory on a full-time research basis, with a top scientist in charge of a specially trained staff to test new treatments, and seek a cure.

Mel Konecoff's NEW YORK

WITH Jose Ferrer having won one of the top Academy Awards for his portrayal in "Cyrano de Bergerac," and with the film having made a deep impression, Stanley Kramer Productions and United Artists have decided to place the film in general release on July 20. This news was made public at a press conference for Sam Katz, George Glass, and George Schaefer, representing the Stanley Kramer company, and William Heineman and Max Youngstein, UA vice-presidents.



KONECOFF

Another reason given by Katz is that under the revised set-up, it was felt that UA could now handle the film efficiently, and to good advantage. Katz thought a successful UA was a necessity to the business while a UA official said that he was sorry that Kramer made a deal with another company for future productions before the present management had a chance to enter the discussions.

While the newly former UA field staff will work on the film's general release, Glass announced that his company had set up a special department headed by Fred Polangin to work with UA on the playoff. Most roadshow dates still playing will probably terminate by the end of April or during May, injecting a breathing space between the roadshow and general release. It was estimated that figures have doubled since the Academy Awards were announced.

Heineman took the occasion to announce that UA will hold its first national sales convention in Chicago on May 3, 4, 5, with branch managers and other sales executives in attendance as well as producers and representatives.

ORGANIZATION: In talking to a number of industryites as we got around last week, they seemed amazed that with the number of organizations dedicated to watch out for the best interests of the business, that the blast by the Federal Communications Commission demanding that the industry turn over all its films and players to television got through without future warning or appraisal.

We like the positive action taken by Howard Dietz, ad.-pub. head, MGM, who was able to obtain good space on the editorial pages of The New York Times and The Herald-Tribune to take the bull by the horns, and publicly show how the FCC was in the wrong in its absurd demands. We have also been given to believe that the FCC is sorry that it started the whole thing. Yes sir, organization is what we've got, and need.

AD NOTE: Life's issue of April 2 carried a two-page advertising spread on "Up Front," U-I hit comedy, which, for the first time, according to historians, lists all the theatres, (437) from coast-to-coast playing the picture during April. The same



Charles C. Moskowitz, vice-president and treasurer, Loew's, as one of five outstanding New York business leaders honored by the Alumni Association of the New York University's School of Commerce, Accounts, and Finance, recently was the recipient of a Madden Memorial Award at the Association's annual dinner. Moskowitz is an alumnus of New York University, class of 1914.

ad is also in The Saturday Evening Post, and follows the dealer-listing style used by some nationally-advertised products.

ADD ADVERTISING NOTE: Samuel Goldwyn, in a by-lined article in a recent issue of The New York Times, warns against ads that mislead. At one point, he says "Misleading advertising has reached the point where it is now self-defeating. All of the people simply refuse to believe most motion picture advertising most of the time, with the result that even the honest advertisement is all too often looked at with skepticism by the fed-up public."

It's too bad that he doesn't give us a few examples or do he dare?????

SPACE PROMOTION: The advertising agency of Kenyon and Eckhardt is proud of having turned down a promotion stunt for a film. It seems as though UA approached K and E with a proposition to dual-promote the agency's "Tom Corbett, Space Cadet" TV series and the new UA fantasy release, "The Man From Planet X." The agency took a look at the story outline and stills, and would have nothing to do with the picture, giving the reason that "Space Cadet" is scientific stuff, based upon a peace-loving world of 2351, whereas the film is blood and thunder, with nightmare overtones for moppets.

Well, that's one way of looking at these astronomical revelations.

TOPKNOT DEPT.: The June issue of Modern Screen will tell all as to who in Hollywood has the loveliest hair. Named will be: June Allyson, Elizabeth Taylor, Lana Turner, Ava Gardner, Deborah Kerr, Ann Blyth, Maureen O'Hara, Rhonda Fleming, Ginger Rogers, Ruth Roman, Jane Wyman, Virginia Mayo, and Bette Davis. Top studio hairdressers were the judges.

THE METROPOLITAN SCENE: The first man appointed to the permanent field force at United Artists is capable Max Miller, formerly with ELC. . . . Jerry Pickman, advertising, publicity, and exploitation head of Paramount, started a campaign of personal visitations to exchanges and exhibitors in each area. Last week, he covered Philadelphia. . . . "Ma Pomme," Maurice Chevalier's latest film, will have its American premiere in May. . . . Samuel Goldwyn will be principal speaker at the annual convention of the General Federa-

Business Average In Broadway Sector

NEW YORK—Routine, average business in the Broadway first-runs was indicated by the grosses reported over the weekend by usually reliable sources reaching EXHIBITOR. The breakdown was as follows:

"LULLABY OF BROADWAY" (WB). Strand, with stage show, reported \$30,000 for the second week.

"THE LEMON DROP KID" (Para.). Paramount, with stage show, claimed \$55,000 for the third, and last, week.

"I CAN GET IT FOR YOU WHOLESALE" (20th-Fox). Roxy, with stage show, took in \$75,000 from Wednesday through Sunday, with the first week sure to top \$92,000.

"ROYAL WEDDING" (MGM). Radio City Music Hall, with stage show, garnered \$78,000 from Thursday through Sunday, with the fifth, and final, week expected to tally \$120,000.

"THE PRINCE OF PEACE" (Hallmark). Criterion reported \$14,000 for the third week.

"RAWHIDE" (20th-Fox). Rivoli claimed \$16,000 for the third week.

"BORN YESTERDAY" (Col.). Victoria anticipated the 15th week at \$23,000.

"FOURTEEN HOURS" (20th-Fox). Astor announced the fifth week at \$10,000.

"UP FRONT" (U-I). Loew's State tallied \$23,000 on the third week.

"SOLDIERS THREE" (MGM). Capitol expected the second week to hit \$35,000.

"THE GREAT MISSOURI RAID" (Para.). Globe claimed \$15,000 for the opening week.

"THE MAN FROM PLANET X" (UA). Mayfair reported the first week was heading toward \$20,000.

The EXTRA PROFITS Department Offers Hints On Earnings Of Extra Revenue Through Candy And Concessions Sales.

Sullivan Files Suit

CHICAGO—O. F. Sullivan, owner, 64 Drive-In, Muskogee, Okla., last week filed a \$450,000 anti-trust suit in federal court against Robb and Rowley Circuit, U-I, Paramount, Columbia, Loew's, Warners, Fox, and RKO, charging he was held to a 45-day run by them. Sullivan seeks damages to cover the period from June, 1948, through, April, 1950.

tion of Women's Clubs in Houston, Tex., on May 16. . . . That Hollywood Highlights turned out by the RKO foreign department under the direction of foreign publicity manager Rutgers Neilson and editor Alfred Stern is a newsy job. . . . "Abbott And Costello Meet The Invisible Man" goes into the Capitol. It looks as if that and "Ma And Pa Kettle Back On The Farm" will prove big grossers for U-I. . . . Montague Salmon, Jr., son of the managing director of the Rivoli, joined the United States Lines in an executive capacity in Tokyo. . . . The new film bulletin turned out by UA, which goes to its field staff is a good idea. . . . Okeh pressbooks are out on "Two Of A Kind", "The Texas Rangers", "Roar Of The Iron Horse", and "The Lemon Drop Kid." . . . Al Schwalberg appeared on the Barry Gray radio show the other night to discourse about the business in general, and neglected to get any plugs in for Paramount. Oh well, we suppose that everyone knows what Paramount is releasing.

the Mostest with

"CONGRATS 20th!
YOU WALKED OFF WITH THE
"MOSTEST" OF THE OSCARS...
AND THE COVETED
THALBERG AWARD TO
DARRYL F. ZANUCK!"

And now
keeping
the nation's
Boxoffices
HOT!

HALLS OF
MONTEZUMA
Technicolor

The MUDLARK
OF MEN
AND MUSIC

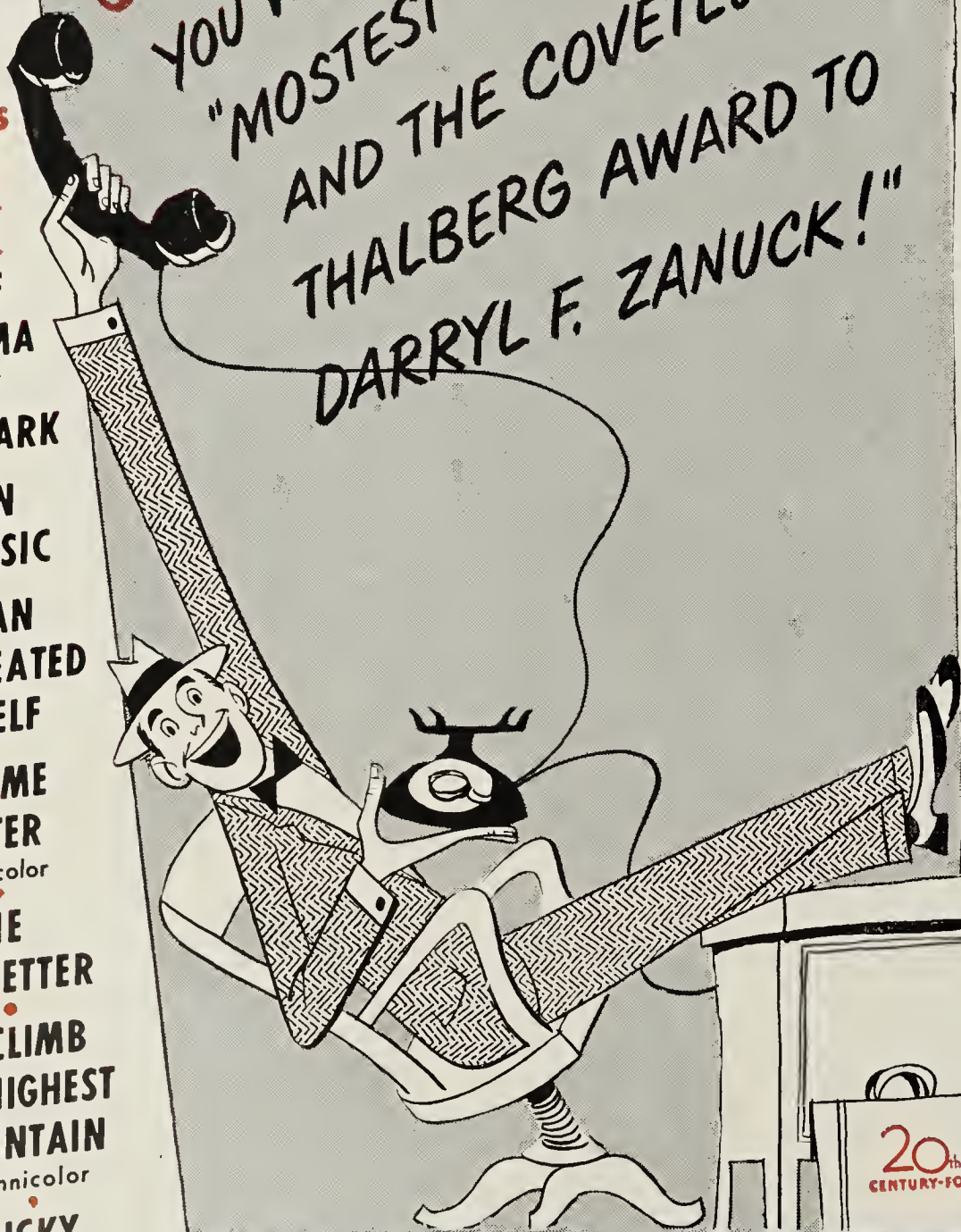
The MAN
WHO CHEATED
HIMSELF

CALL ME
MISTER
Technicolor

THE
13th LETTER
I'D CLIMB
THE HIGHEST
MOUNTAIN
Technicolor

LUCKY
NICK CAIN

The SWORD of
MONTE CRISTO
Supercinecolor



KEEP YOUR GROSS
READ

BIRD OF PARADISE

TECHNICOLOR!

The greatest promotion campaign
history! Pays off across the land

I CAN GET IT FOR YOU WHOLESALE

Susan Hayward, Dan Dailey, Gene
Sanders! Not since "Eve" has there been
such a box-office woman!...or picture

FOLLOW THE SUN

40,000,000 people are waiting to see
Glenn Ford and Anne Baxter in the
love story of Valerie and Ben Hopper

YOU'RE IN THE NAVY

Gary Cooper's in command of the Fleet
of the U. S. Fleet! "Funniest comedy of the
year!"—says the New York Times

14 HOURS

Paul Douglas, Richard Basehart, Barbara
Bel Geddes, Debra Paget! Now a sensation
at the long-run Astor Theatre, New York

There's No Business

he **Bestest!!**

NOT WITH THE HOTTEST LINE-UP IN THE INDUSTRY!

NOW THROUGH JULY!

RAWHIDE

Tyrone Power is the Whip! Susan Hayward is the Wildcat! And when they meet—all excitement breaks out!

ON THE RIVIERA

TECHNICOLOR!

Go Gay with Danny Kaye...and Gene Tierney and Corinne Calvet! National Day-and-Date Release Memorial Day!

HALF ANGEL

TECHNICOLOR!

Loretta Young takes Joseph Cotten over the hurdles, in the confessions of a female *Sleepwalker*! It'll wake up your grosses!

HOUSE ON TELEGRAPH HILL

Richard Basehart, Valentina Cortesa, William Lundigan! A shocker for your patrons! A booster for your box-office!

THE GUY WHO CAME BACK

Paul Douglas, Linda Darnell take up where they left off in "A Letter to 3 Wives."

AS YOUNG AS YOU FEEL

Monty Wooley and Thelma Ritter make it a box-office byword—in one of the year's most heart-warming family comedies!

NO HIGHWAY

James Stewart, Marlene Dietrich in an international drama of intrigue, mystery!

THE FROGMEN

The most unusual story of our fighting forces ever told! Richard Widmark, Dana Andrews and Gary Merrill in a drama of an Underwater Demolition Team!



- Like **20th** **CENTURY-FOX** Business!

TOA COMPO Decision Set At Local Level

WASHINGTON—The Theatre Owners of America's board concluded its three-day meeting last week by endorsing COMPO "in principle," on the basis that its regional representational plan and operation on a national level meets the requirements of the Houston, Tex., declaration.

Each unit will determine for itself whether it wishes to join and pay dues. The executive committee is authorized to select delegates, one national and eight regional, on a geographical basis. Each local unit has its own autonomy.

This action followed the accepting of a favorable report by Ted Gamble and a brief explanatory talk by COMPO head Ned Depinet.

There are still 18 TOA affiliated units which thus far have failed to approve the changes in COMPO's by-laws.

The board accepted the proposal of the Arkansas unit that it arrange for introduction of a bill in Congress to instruct the Bureau of Revenue that drive-in admission taxes shall be placed on a "per individual" basis, instead of, as at present, a "per vehicle" basis. The Bureau of Internal Revenue had earlier advised a committee that this was the procedure to follow.

It was revealed that executive director Gael Sullivan and a committee comprising Nathan Halpern and Marcus Cohn had a tentative appointment with Wayne Coy, chairman, Federal Communications Commission, to discuss the recent report that motion picture companies which fail to sustain television programs might have difficulty obtaining TV broadcasting permits.

Sullivan and Julian Brylawski were named to a committee to make formal protest to the NPA against the administration of the M-4 construction control order.

Dallas Halverstadt, expert in the White House office of Dr. John Steelman, discussed industry matters, and Senator Everett Dirksen, Illinois, also was heard.

A discussion of public relations resulted in a decision that it is the function of exhibitors to fight unfair criticism on the local level.

The board was told that the Civilian Defense Administration will begin an all-out informational program about May 15, and desires to have the cooperation of theatres with respect to showings of appropriate trailers, newsreels, etc.

Theatre television was a main topic of the meeting.

The board pledged moral and financial support to the National Exhibitors Television Committee in its fight for recognition of theatres in the allocation of television facilities. TOA will urge all affiliated exhibitors to join in the movement, and contribute \$25 if they run houses with 600 seats or more or \$15 for smaller theatres.

The board's position is one of insistence that theatremen have demonstrated their capacity and willingness to serve the public in providing entertainment, and so are deserving of FCC recognition. It was predicted that at least 100 theatres will be showing television by the end of the year as an adjunct to movies, war and materials shortages not intervening. It was agreed unanimously that exhibitors should

obtain TV equipment, and strike at once for special channels.

John Peckham, NPA enforcement officer, assured the gathering that more effective policing of M-4 administration would be forthcoming, now that NPA has an adequate staff to do the job.

Arbitration committee chairman Walter Reade, Jr., made a report of industry-wide arbitration, indicating joint meetings of exhibitors and distributors would evolve from the forthcoming talks between general counsel Abram F. Myers and distributor representatives.

The board voted to join in the protests of SCTOA which will be delivered formally to the Department of Justice, commenting that the issues involved are national in scope.

"Important announcements" made to the group by Secretary of Labor Maurice Tobin were not revealed, but board members disclosed only that he cited the theatre as a leading community influence toward civic betterment.

MPTOA President Julian Brylawski called for vigilance in protecting the industry against unnecessarily adverse legislation, and warned that complacency on the part of exhibitors might result in increased admissions taxes, even though such increases are not in any pending Federal recommendation as yet.

Morris Loewenstein, chairman, TOA's committee on state and local taxation, recommended that exhibitors keep up pressure on state legislatures to head off local admission taxes.

Senator Estes Kefauver, in a luncheon address, praised theatre television users and the newsreels for their coverage of the Senate crime committee hearings.

The workings of the government's price control setup were explained by price administrator Michael DiSalle.

Sullivan reported to the board on distributors' policies, which he attacked, and advised a "stand-up-and-fight" attitude on the part of theatremen to such policies.

The group overwhelmingly approved a proposal to hold a convention in New York from Sept. 23-27 at the Astor Hotel, with S. H. Fabian as chairman of the convention committee.

In his speech to the assembled group, Sullivan touched on the possibility of members aiding and financing independent production unless more and better pictures, with new stars and stories, are turned out by present producers and distributors. He also covered the main anti-trust suits that have been filed, and said that arbitration would stem the flood. He rapped "wildcat and unprincipled" theatre operators who are trying to get around the NPA building ban.

He criticized producers who made films on the same or similar theme at the same time, and asked for economies in production so rentals could be held down. He stated that more films should be made in color, with 100 per cent as the objective, and said the industry should work toward the use of third dimension films.

Any 16mm. distribution which hurts regular theatres should be curtailed, he declared, and warned that exhibitors should watch for any abuses of unauthorized persons being admitted to shows at military installations.

He asked for more industry trailers of an institutional nature, and that special trailers should be made for TV use.

This Was The Week When . . .

Oscar A. Morgan, general sales manager, Paramount News and short subjects, revealed that Paramount's stepped-up promotion campaign for shorts is proving successful throughout the country. . . . Nagamasa Kawakita, prominent in the industry in Japan, arrived in New York for business conferences to acquaint himself with Variety Clubs International activities following the application made last year for a tent in Tokyo, with a delegation also due at the Philadelphia convention.

Al Dafi, U-I director of world sales, and Charles J. Feldman, domestic sales manager, left for western exchanges for meetings. . . . WB set a "Star Discovery" competition, to be inaugurated in Pittsburgh on April 28, to hypo boxoffices. . . . RCA declared a dividend of 50 cents per share on the common stock and 87½ cents per share on the first preferred stock. . . . Kenneth W. Moroney, formerly with the New York law firm of Dwight, Royall, Harris, Koegel, and Caskey, general counsel for 20th-Fox, was admitted to practice in California, and joined the Los Angeles firm of Carr and Moroney. . . . Michael Havas, Latin American supervisor for RKO, moved his headquarters to Mexico, where F. Arthur Simon, branch head, resigned.

RKO set a May drive for Walt Disney shorts. . . . Rutgers Neilson, RKO foreign publicity manager, was elected a life member of the Circus Saints and Sinners of America. . . . RKO producers Jerry Wald and Norman Krasna announced that they have been in communication with the State Department's motion picture division for counsel on how the industry can best serve the country as a super-salesman of democracy. . . . Paramount held the world premiere of "The Last Outpost" in Tucson, Ariz., with a special three-day promotion. . . . Columbia announced a quarterly dividend of \$1.06¼ per share on the \$4.25 cumulative preferred stock. . . . MGM set the world premiere of "Go For Broke" on May 4 at the Waikiki, Honolulu. . . . Morgan Hudgins, touring the country on behalf of MGM's "Quo Vadis," arrived in Washington preparatory to continuing throughout other key spots.

Oscar Morgan, general sales manager, Paramount shorts and news, revealed that the company's "Little Audrey" cartoon character, is being syndicated as a comic strip in more than 20 newspapers. . . . WB announced the world premiere of "I Was A Communist For The F.B.I." at the Stanley, Pittsburgh, on April 19, preceded by a big campaign. . . . RKO's Canadian district set April 20-May 3 as special weeks for sales chief Robert Mochrie in the "Ned Depinet Drive." . . . General Film Distributors, Inc., and George Garfield and Sol Edwards, on behalf of the International Film Corporation, made a deal for the distribution in this country of 27 pictures made by J. Arthur Rank, and formerly handled by Pentagon.

THE SATURDAY EVENING POST SERIAL THAT JOLTED MILLIONS! EVERY BREATHLESS MOMENT OF THE F.B.I.'s MOST RELENTLESS COUNTER-ATTACK!



"I WAS A COMMUNIST FOR THE FBI"

STARRING FRANK LOVEJOY WITH DOROTHY HART · PHILIP CAREY · GORDON DOUGLAS · BRYAN FOY

Screen Play by Crane Wilbur · Based on the experiences of Matt Cvetic · As told to Pete Martin · And published in the Saturday Evening Post

THE END OF A NINE YEAR MANHUNT-- OR THE END OF A HERO!

...This was the dark turning point of the undercover trail through 39 states and a thousand death traps! ...This was the keeping or breaking of the perilous pledge that made him hated by the girl he loved - and hunted by the foe he was hunting! ...This was the life-or-death payoff in his terror-packed secret mission for the F.B.I.!

DIRECTED BY GORDON DOUGLAS · PRODUCED BY BRYAN FOY

New Warner Trail-Blazer!

with a blazing send-off campaign starting in Pittsburgh April 19

COVERING 5 EXCHANGE AREAS AND 200 MASSED BOOKINGS!

MISCELLANEOUS

NEWSREELS

MOVIETONE NEWS (Vol. 34, No. 28) San Francisco: Army's 40th Division sails for Japan. USA: Navy presents its new Cutlass jet fighter plane. New York: O'Dwyer leaves for Mexico. New York: Rita Hayworth returns. Hollywood: Academy Awards. Seattle: Mudder-cycle scramble. Washington State: Dizzy boat race in Sammanish Slough.

NEWS OF THE DAY (Vol. XXII, No. 262) Annapolis, Md.: Middies salute president of France. New York: O'Dwyer leaves for Mexico. New York: Rita Hayworth returns. Hollywood: Academy Awards. Japan: Square dance craze hits Tokyo. San Francisco: Army's 40th Division sails for Japan (San Francisco only). Seattle: Mudder-cycle scramble. Washington State: Dizzy boat race in Sammanish Slough. Cancer trailer.

PARAMOUNT NEWS (No. 65) Washington: President of France. Hollywood: Academy Awards. New York: Rita Hayworth returns. New York: O'Dwyer leaves for Mexico. Germany: Legion chief visits town which saved his life. Indo-China: French thwart rebel attack. England: Lincolnshire Handicap. Cancer trailer.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 444) Washington: President of France. Hollywood: Academy Awards. Italy: Ex-G.I. returns to Salerno, marries native girl. Ann Arbor, Mich.: Collegiate gymnastics. Seattle: Mudder-cycle race. Cancer trailer.

WARNER PATHE NEWS (Vol. 22, No. 67) Washington: President of France. New York: Yonkers' kids find \$33,481. New York: O'Dwyer leaves for Mexico. New York: Rita Hayworth returns. San Francisco: Army's 40th Division sails for Japan. France: Fantastic Paris fashions. Washington State: Dizzy boat race. France: Wrestling in Paris.

TELENEWS DIGEST (Vol. V, No. 14-A) Uruguay: Prensa editor escapes. Indo-China: French armored train pushed into Red-infested country. Korea: Wonsan, a "ghost city." Germany: East-West tension. Israel: Women's army reviewed. Japan: Square dance craze. Australia: Lumberjacks prepare for tree felling contest. Peoria, Ill.: Bradley upset by Syracuse.

IN ALL FIVE:

New York and Washington: French president hailed on state visit. Korea: UN paratroopers trap Red forces north of Seoul. San Diego, Cal.: Navy speeds training plan.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 34, No. 27) New York: Atom bomb spies found guilty. Washington: Senators sum up crime inquiry. Hollywood: Stars attend "Home Of Tomorrow" charity premiere (only Los Angeles and San Francisco). England: Washed-out boat race. Montreal, Canada: Harlem Globetrotters display wizardry (except Los Angeles and San Francisco).

NEWS OF THE DAY (Vol. XXII, No. 261) Washington: Senators sum up crime inquiry. New York: Atom bomb spies found guilty. Italy: Horse racing opens in Rome.

PARAMOUNT NEWS (No. 64) Washington: Senators sum up crime inquiry. New York: Atom bomb spies found guilty. Yugoslavia: Marshal Tito's army in spring maneuvers.

MPEA Continues Setup In Eastern Europe

NEW YORK—The directors of the Motion Picture Export Association have voted to continue the MPEA distribution setup in Austria and in all the Eastern European countries now within its orbit for an additional year, it was announced last week by Irving Maas, MPEA vice-president and general manager. The countries in Eastern Europe include Yugoslavia, Poland, Czechoslovakia, Hungary, Bulgaria, Roumania, and the Soviet Union.

The new extension carries the period of joint operation under MPEA to Aug. 31, 1952, 12 months beyond the expiration date of the present licensing agreements.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 443) Indo-China: Reds hammered. Minneapolis: Kentucky wins NCAA basketball championship.

WARNER PATHE NEWS (Vol. 22, No. 66) Washington: DiSalle announces price ceilings on food. New York: Atom bomb spies found guilty. New York: Stylish spring. Hawaii: Ti-leaf toboggan. Minneapolis: Kentucky wins NCAA basketball championship.

TELENEWS DIGEST (Vol. V, No. 13-B) Korea: UN paratroopers trap Red forces north of Seoul. Washington: Senators sum up crime inquiry. Iran: Shah breaks up huge land ownings. Sports: Detroit Red Wings begin defense of Stanley Cup in National Hockey League, are defeated by Montreal Canadians.

NATIONAL BOARD OF REVIEW

March 31, 1951

SELECTED FEATURES: "Appointment With Danger" (Paramount); "Hollywood Story" (U-I); "Odette" (Lopert); "The Painted Hills" (MGM); "Queen For A Day" (UA); "Tarzan's Peril" (RKO).

March 24, 1951

STARRED SELECTED FEATURE: "God Needs Men" (French-made) (AFE Corporation); SELECTED FEATURES: "Apache Drums" (U-I); "Dear Brat" (Paramount); "Lullaby Of Broadway" (WB); "No Place For Jennifer" (English-made) (Monogram); "Sword Of Monte Cristo" (20th-Fox).

Court Suit Filed

HOLLYWOOD—C. L. James. Beaumont, Beaumont, Cal., last fortnight filed suit against the eight major distributors, Fox West Coast, and Principal Theatres, seeking \$908,760 damages. The plaintiff claims his theatre, since 1940, has been compelled to play long delayed subsequent runs after they had been cleared by FWC and Principal in nearby San Bernardino, Redlands, and Banning, Cal.

"Doc" Lee Mourned

DETROIT—The trade last week mourned the passing of Joseph "Doc" Lee, 64, veteran exploitation man. He had been ill for several years.

His last industry post was ad.-publicity chief for the Brooklyn Paramount, operated by Fabian, but he had served with RKO Theatres for many years before that time.

Delay Expected On Phone. Report

CHICAGO—Upon the conclusion of Zenith's Phonevision 90-day test last week, it was indicated that there will be considerable delay in the filing of a complete report with the Federal Communications Commission along with an application for the licensing of the system on a regular commercial basis.

Dr. Shirley Star, study director, National Opinion Research Center, has been retained by Zenith to analyze the test.

The consensus of opinion was that Phonevision had proven that the public will buy certain types of exclusive television programs that cannot be had elsewhere for free.

Orders for the film programs remained fairly steady at about 22 per cent of the total possibilities for the three months of the test.

SAG Contest Seen

HOLLYWOOD—Screen Actors Guild was faced with the prospect of another union contesting its right to represent performers in all types of films as the Television Authority last week announced it would stay on the ballot in the forthcoming NLRB election to challenge SAG's jurisdiction over actors in pictures made by six unaffiliated producing companies. The companies are Apex Film Corporation, Bing Crosby Enterprises, Cisco Kid Pictures, Jerry Fairbanks Company, Flying A Pictures, and Hal Roach Studios.

Television Authority withdrew its name from the ballot in the NLRB election to be held by the members of three motion picture producers' associations.

Feldmann-Skouras

NEW YORK—Mr. and Mrs. C. Russell Feldmann last week announced the engagement of their daughter, Barbara Jane, to Spyros S. Skouras, son of Mr. and Mrs. Spyros P. Skouras. Miss Feldmann attended Marymount, and is a graduate of the Lennox School and Pine Manor Junior College, Wellesley, Mass. Skouras is a graduate of the Taft Preparatory School and Yale University, and served in the army with the photographic section, Signal Corps. His father is executive vice-president. Skouras Theatres Corporation.

The couple will be married in June.

SF Strike Settled

SAN FRANCISCO—The AFL janitors' strike against theatres in Northern California ended last fortnight. The settlement gave the janitors \$1 a day increase and an additional 27½ cents daily contribution to the union's welfare fund. The raise boosted janitor's pay to \$13.75 a day under the union contract.

Not a party to the settlement is Fox West Coast Theatres.

D. Of J. Grants Extensions

NEW YORK—The Department of Justice last week granted Loew's and 20th-Fox extensions for filing of consent decree plans under the industry anti-trust decision. Loew's, whose former deadline was March 31, has had the date extended to May 31, and 20th-Fox, whose plan was due on April 3, now has until May 10 to file.

PEOPLE

NEW YORK—In a first move toward the reconstruction of a permanent field exploitation force for United Artists, Max E. Youngstein, vice-president and national director of advertising, publicity, and exploitation, announced last week the appointment of Max Miller as permanent field representative working out of UA's Philadelphia exchange under the direction of Mori Krushen, UA exploitation manager. In announcing the new assignment, Youngstein stated, "It is the intention of UA to have a field force of a minimum of 12 men within the next 90 days, with the long range perspective of a man in every exchange as quickly as possible."

NEW YORK—A. W. Schwalberg, president, Paramount Film Distributing Corporation, last week announced two important branch shifts. One advanced Jess T. McBride, manager, Milwaukee branch, to manager, Minneapolis branch, where he succeeds the late Benjamin R. Blotcky. The second promotion affected Irving Worthheimer, assistant to J. J. Donahue, central division sales manager. Worthheimer has been named Milwaukee branch manager, a position he achieved after being with Paramount since 1927.

NEW YORK—Clifford Gill, veteran advertising, exploitation, and publicity man, has been appointed as assistant to Sanford Abrahams, advertising manager for Monogram and Allied Artists, it was announced last week by John C. Flinn, advertising and publicity director.

NEW YORK—William J. Heineman, vice-president, United Artists, last week announced the appointment of "Rube" Perlman as special home office representative in charge of liquidation.

HOLLYWOOD—Ken Whitmore has been added to the Monogram and Allied Artists publicity staff, it was announced last week by John C. Flinn, advertising and publicity director.

NEW YORK—John Carey, personnel officer for Confidential Reports, Inc., since 1946, resigned last week.

Mary Pickford At Canadian Fete

OTTAWA, CANADA—Mary Pickford has accepted the invitation of the Canadian Film Producers' Association to present this year's Film Award to the producers of outstanding Canadian motion pictures, it was announced last week by the Canadian Association for Adult Education, sponsors of the annual awards. The Canadian Film Award will be presented by the Canada-born Miss Pickford in an impressive ceremony at the Odeon on April 22.

NPA Meeting April 25

WASHINGTON—Nathan D. Golden, director, Motion Picture-Photographic Products Division, National Production Authority, last week announced that members of the 35mm. Motion Picture Equipment Advisory Committee will meet in Washington on April 25 to discuss the NPA construction control order and other matters pertinent to the equipment industry.

Schine Copyrights "Home-I-Tis" Campaign

GLOVERSVILLE, N. Y.—The Schine Circuit announced last week that it was registering and copyrighting its "Home-I-Tis" campaign on getting patrons back to out-of-the-home entertainment, being tested in three upstate New York cities.

The campaign, conceived and organized by Gus W. Lampe, Schine general manager, features the word "Home-I-Tis," described as "a chronic condition of discontent and boredom caused by habitually staying at home." Ads are being run in upstate Auburn, Oswego, and Watertown, with the costs shared by local Schine theatres, restaurants, night clubs, taverns, taxi companies, parking lots, gas stations, candy and sandwich shops. Individualized ads to members of the family and special catch lines are used.

Bumper strips, window cards, table tents, radio spots, trailers, and a 40 by 60 are also included.

The circuit declares that although it is protecting its right to the campaign, it will cooperate with others wishing to use it.

Brandt Calls FCC Request "Hari-Kari"

NEW YORK—Commenting last week on the statement of the Federal Communications Commission, warning producers to make their stars, stories, and films available to television, Harry Brandt, president, Independent Theatre Owners Association, declared:

"The FCC is attempting to blackjack the motion picture industry into committing hari-kari. Motion picture stars, stories, and films are available to television if they are willing to pay the price. The motion picture producers and theatres have a vested financial interest in these properties. The theatres pay prices which make these productions economically feasible. If the producers were to release their films to TV, they would be killing their own business.

"The production costs of every one of the theatrical films shown on TV were recovered from exhibition in motion picture theatres. Producers have always refused to reissue their old films, even to motion picture theatres, since it would have an adverse effect on new production. Why should they then turn over these films to TV for almost nothing when, as a matter of fact, they could realize good results from theatrical exhibition?

"If the success of television depends upon the acquisition of better films, they can have them if they pay the price."

Allied Bulletin Criticizes FCC

WASHINGTON—Calling the FCC declaration a "new record for usurpation of authority," Allied States Association in a bulletin last week questioned the source of the information that "has come to the Commission's attention," and said that it doesn't seem possible that the FCC could have realized the full implication of its action.

It also questioned whether the FCC would set itself up to pass on the quality

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

RKO

"The Thing"—Good exploitation bet.

WB

"Goodbye, My Fancy"—Lengthy-drama will need plenty of push.

20TH-FOX

"Kefauver Crime Investigation"—May have the angles in some areas.

"Half Angel"—Names may make a difference.

Ia.-Neb. Holds Meeting

DES MOINES—Industry eyes were this week focussed on the annual meeting of the Allied Independent Theatre Owners of Iowa and Nebraska with a large group of visiting Allied leaders to be on hand. Main attention, however, was expected to come from discussions of print shortages, reasons for increasing film rentals and stepping up clearance. Some action was expected to be taken by the Iowa group to dispute the claim of a film shortage.

Heading the list of visitors were to be Roy Rogers and Dale Evans. Appearing on the program and taking part in a testimonial banquet were to be Ben Berger, president, North Central Allied; Jeff Jeffries, president, Mid-Central Allied, St. Louis; Arthur Rush, president, Mid-South Allied, Memphis; Trueman Rembusch, National Allied president, and Abram Myers, National Allied general counsel.

Maurice A. Bergman, U-I public relations executive, was to address the theatre owners also.

Quimby At French Meeting

NEW YORK—Selected to represent all the Hollywood film industry at a United Nations Film Conference of 18 European and South American countries, MGM's Fred Quimby left for Paris last week.

The veteran head of the MGM short subjects department and producer of MGM cartoons was one of three delegates to the conference in the French capital. Others are L. C. Larsen, University of Indiana, an authority on educational film, and Ted Genoch, Paramount Newsreel.

of motion pictures and to regulate the industry.

The bulletin charged that the Commission "hurled a rock at the film companies but it struck the exhibitors. The Communications Commission may wake up some day, and find that it backed the wrong horse. In the meantime, grave damage may result from the present policies. They call for stern resistance by the motion picture industry, the theatres as well as the producers."

**MAN TO MANAGE
NEIGHBORHOOD THEATRE IN
ALBANY, N. Y.—STARTING SALARY
\$75.00 PLUS COMMISSION**

Apply NEIL HELLMAN
PARAMOUNT THEATRE, ALBANY, N. Y.

Chi. Drive-Ins Reach Agreement

CHICAGO—Louis F. Jelinek, owner, Skyhi Drive-In, Elmhurst, Ill., announced last fortnight that the drive-ins in the local area have come up with a "standard of practice" for the 1951 season.

None will charge \$1 or 75 cents per car for admission as some did during the 1950 season, they will run only single features when they are playing in first "A" week while those playing double features must play in first "B" week; admission charges will be upped to 80 cents on weekends as against 75 cents last year, and week-day prices will hold the same as last year 74 cents.

Some will charge 80 cents all week, a co-op. television, radio, and newspaper advertising campaign is being planned in an effort to sell more patrons on drive-ins, and all will work together in an effort to break up gangs who have been stealing speakers.

Other matters discussed at recent meetings were a meeting with officers of the projectionists' union in an endeavor to make some adjustment in the wages paid. All drive-ins are paying roadshow wages to their men. Serious thought was given to the fact that drive-ins should be given the privilege to exhibit first-run product.

Representatives of the following drive-ins were present: Drive-In Theatre, Starlite, 66-Drive-In, Essaness Outdoor, Twin Open Air, Double Drive-In, Skyhi Drive-In, and ABC Drive-In.

Balaban Heads Dinner Group

NEW YORK—Barney Balaban, president, Paramount Pictures, Inc., will head the motion pictures committee for the second annual Michael Awards Dinner of the Academy of Radio and Television Arts and Sciences, it was announced last week.

Members include: Nate Blumberg, U-I; Ned E. Depinet, RKO; Charles Moskowitz, Loew's, and Spyros P. Skouras, 20th Century-Fox.

Proceeds of the Michael Awards Dinner, in the Waldorf-Astoria Hotel on May 7, will be donated to United Cerebral Palsy's May campaign for \$5,000,000.

Shain Leaves 20th-Fox

NEW YORK—Sam Shain, director of exhibitor and public relations for distribution, 20th-Fox, last week resigned from the company.

Shain joined 20th-Fox in 1943 as director of trade relations and assistant to the president. Prior to establishing his own public relations firm, Shain will make his headquarters at 25 Beaver Street.

Perkins Absorbs G-K

MONTREAL—Perkins Electric Company, Ltd., last fortnight absorbed Gaumont-Kalee, Ltd., equipment and supply organization set up by J. Arthur Rank five years ago. The G-K name will be dropped, but Perkins will handle the British-made equipment along with American products it has offered in the past.

Ament Heads Newsreel Unit

NEW YORK—The film industry's newsreels last week named Walton C. Ament, vice-president and general manager, Warner Pathe News, chairman of MPAA's newsreel committee for the ensuing year.

Allied TV Group Reaffirms Stand

WASHINGTON—"Allied Television Committee reasserts its opinion that the very high frequency channels must eventually be abandoned, and become available to other services," Trueman T. Rembusch, president, Allied States Association said last week in commenting on the FCC proposal to transfer commercial broadcasting to Ultra High Frequency, making Very High Frequency available to theatres and other purposes. The commission plans to make the existing 12 VHF frequencies available for television broadcasting plus 52 UHF channels for commercial television.

Rembusch said, "Since the present VHF channels 2-3-4-5-6 are suitable for bringing about theatre television service to both sub-run suburban and rural theatres, Allied will seek the allocation of these channels for theatre television, or their abandonment. If such channels are not secured for the sub-run suburbs and rural exhibitors by Allied, and only the microwave channels are made available, the large affiliated theatres will have a virtual monopoly of the theatre television field."

WB Officers Reelected

NEW YORK—At a meeting of the board of directors last week, the following officers of Warner Brothers Pictures, Inc., were reelected: President, Harry M. Warner; vice-presidents Albert Warner, Jack L. Warner, Norman Starr, Stanleigh P. Friedman, Samuel Schneider, Benjamin Kalmenson, Harry H. Kalmine, Mort Blumenstock, and Robert W. Perkins; treasurer, Albert Warner; assistant treasurers, Samuel Carlisle, W. Stewart McDonald, and Cyril H. Wilder; secretary and general counsel, Robert W. Perkins; assistant secretaries, Harold S. Bareford, Edward K. Hessberg, and Roy Obringer; controller, Samuel Carlisle, and auditor, Thomas J. Martin.

Einfeld Touring South America

NEW YORK—Charles Einfeld, vice-president, 20th Century-Fox, left last week on a tour of South America carrying the gospel that "Movies Are Better Than Ever."

The tour is being made at the behest of numerous exhibitor organizations and governmental agencies which asked Murray Silverstone, president, 20th Century-Fox International, for first-hand information of showmanship methods utilized in the United States.

Monroe Goodman Feted

NEW YORK—Monroe Goodman, executive assistant to A. W. Schwalberg, president, Paramount Film Distributing Corporation, was given a bachelor dinner last week by his friends both in and out of the industry in honor of his forthcoming marriage.

Equipment Meeting Set

OMAHA—J. Robert Hoff, sales head, Balantyne Company, revealed last fortnight that the request of the 35mm. motion picture equipment advisory committee for a meeting in Washington had been granted by G. Lyle Belsly, director, Office of Industry Advisory Committees.

Yates Reelected Republic President

NEW YORK—Five directors were reelected to the board of directors of Republic Pictures Corporation by the largest stockholder representation in its history at the annual meeting last week.

President Herbert J. Yates presided at the meeting, at which 76 per cent of the stockholders were represented either in person or by proxy.

In reporting that business for the first quarter this year is running on a par with the first quarter of 1950, Yates stated that he felt that industry conditions were somewhat better, and that further improvement would follow when the economic scene became stabilized. Yates reported a very substantial increase in gross business for the first seven weeks of operation of Republic Pictures International of Great Britain and Eire.

Yates, James R. Grainger, executive vice-president; Albert W. Lind, Frederick R. Ryan, and Richard W. Altschuler, Republic International president, were reelected to the board for a three-year term. Douglas T. Yates, Harry C. Mills, Arthur J. Miller, Edwin Van Pelt, Leon A. Swirbul, Walter L. Titus, Jr., John J. O'Connell, William Martin Saal, and John Petrauskas, Jr., complete the board.

Subsequently, at the meeting of the board the following officers were reelected: Yates, president; Grainger, executive vice-president; Titus, Miller, and O'Connell, vice-presidents; Petrauskas, treasurer; Joseph E. McMahon, secretary; Albert E. Schiller, and Ira M. Johnson, assistant secretaries, and N. K. Loder, Richard Rodgers, and Harold Lange, assistant treasurers. Hy J. Glick and Gordon Kay were elected assistant secretary-treasurers.

Scientific Oscars Revealed

HOLLYWOOD—Scientific and technical awards in the 23rd annual awards of the Academy of Motion Picture Arts and Sciences went last fortnight to James B. Gordon and the 20th Century-Fox camera department for the design and development of a multiple image film viewer; to John Paul Livadary, Floyd Campbell, L. W. Russell, and the Columbia sound department for the development of a multi-track magnetic re-recording system, and to Loren L. Ryder and the Paramount studio sound department for the first studio-wide application of magnetic sound recording to motion picture production.

Samuel Cohen Stricken

NEW YORK—Samuel D. Cohen, Loew's legal department, was stricken with a heart attack last week while appearing for the company in New York Supreme Court where the plagiarism suit brought against Loew's by Gustav Garfield was being heard. Cohen was rushed to a hospital for treatment, and the trial of the suit discontinued. Garfield claims MGM's "People Against O'Hara" plagiarizes his short story, "Murder In Jest."

Para. Div. Men Meet

NEW YORK—A meeting of Paramount's divisional sales managers was held at the home office last week to set up plans for, and the agenda of, the forthcoming national sales convention.

CANDYDLY SPEAKING

WITH the opening of another drive-in season, it is worthwhile to take a look at some of the problems which are, or will be, present in the operation of the extra profits sales activities during the new season. One of the major problems is the general substantial increase in the cost of most of the items which are sold in drive-ins. The increase in meat prices has pushed the price of frankfurters to a level that makes it necessary to in-



BILL ENGLAND

crease the selling price to 20 cents for a frankfurter sandwich. The price of raw popcorn has almost doubled in the past year, the price of seasoning has increased by over 20 per cent, and the cost of boxes in which to package the corn has gone up almost 50 per cent. If normal profit margins are to be maintained, either the size of the box should be reduced or the selling price be increased.

THE INCREASED PRICE of coffee has probably made more fundamental price changes in the food field than any other single item. The world famous Automat was one of many that had to increase its selling price of coffee from five cents per cup to 10 cents per cup. The cost of the paper "hot cup" has increased almost 40 per cent over the prices of last spring.

LIKEWISE there have been increases in candy costs and the cost of such supplies as paper napkins, mustard, relishes, cleaning supplies, etc.

ONE OF THE major problems which has always been present in drive-in refreshment sales operation is that of having enough employees to serve the customers adequately, and still not be overstaffed, with the resulting high labor cost. The fluctuation of drive-in attendance resulting from adverse weather conditions is much greater than the fluctuation in the

(Continued on page EP-10)

This modern candy installation is a highlight at Shea's Toronto, Canada, which is under the operation of Famous Players Canadian Corporation.



Cooperating with THE COUNCIL ON CANDY OF THE NATIONAL CONFECTIONERS' ASSOCIATION

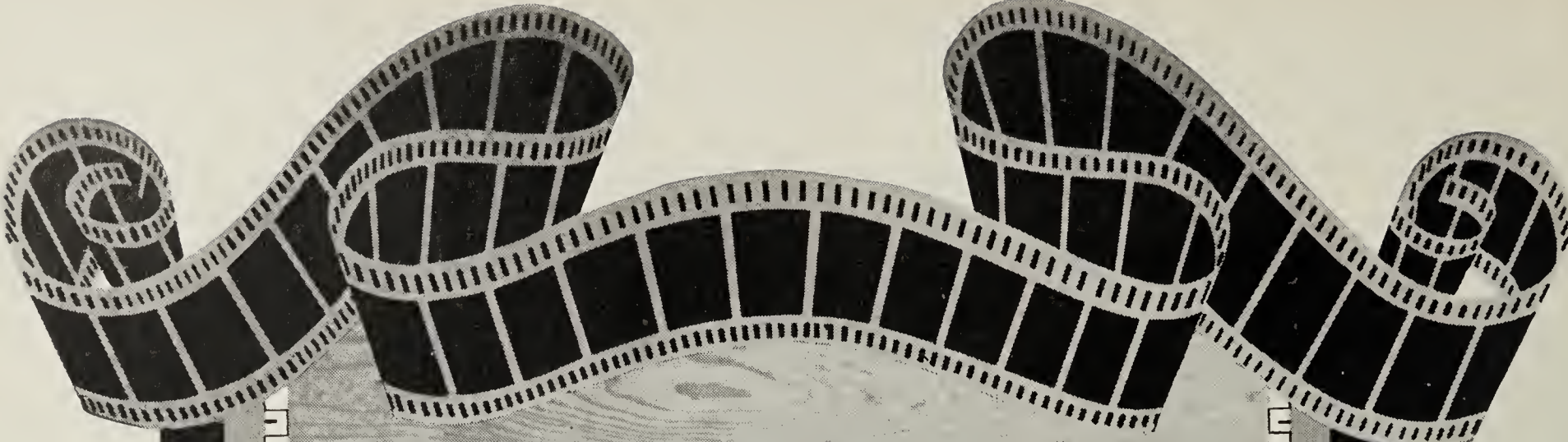
Popcorn Is A Nutritious Food



Cooperating with THE NATIONAL ASSOCIATION OF POPCORN MANUFACTURERS

EXTRA PROFITS





COMING ATTRACTION

NEW PROFIT FOR YOU

You can book new profit for your house by joining the thousands of exhibitors who offer their patrons the welcome refreshment of ice-cold Coca-Cola. It's a double-edged profit, too. It brings people back . . . and it increases your take with no increase in overhead. All you need is a few square feet of floor space and your choice of a wide variety of vending methods. For all the money-making details, address: The Coca-Cola Company, P. O. Box 1734, Atlanta, Georgia.

DRINK

Coca-Cola

REG. U.S. PAT. OFF.

HERE'S YOUR LISTING FOR SPRING AND SUMMER

Included In This Service Are Leading Companies In The Extra Profits Field Always Ready To Give The Best To Industryites

Now is the time when extra profits departments are sprucing up for the spring and summer season.

The list which follows should be of assistance to readers of this department in that connection.

Beverages

Bowey's, Inc., 401 West Superior Street, Chicago—"Old Style" root beer
Canada Dry Ginger Ales, Inc., 100 East 42nd Street, New York—Beverages and dispensers
The Coca-Cola Company, 515 Madison Avenue, New York—"Coke"
Dad's Root Beer Company, 2800 North Talman Avenue, Chicago—Beverages
Green Spot, Inc., 1501 Beverly Boulevard, Los Angeles—Beverage dispensers
Charles E. Hires Company, 206 South 24th Street, Philadelphia—Root beer
Julep Company, 353 West Grand Avenue, Chicago—Root beer and fountain syrup
Mission Dry Corporation, 5001 South Soto, Los Angeles—Beverages
Orange Crush Company, 314 West Superior Street, Chicago—"Orange Drink"
O-So-Grape Company, 134 South LaSalle Street, Chicago—Beverages
Pepsi-Cola Company, 3 West 57th Street, New York—Beverages
Richardson Corporation, 1069 Lyell Avenue, Rochester, N. Y.—Root beer
Seven-Up Company, 1316 Delmar, St. Louis—"Seven-Up"

Candy

Fred W. Amend Company, 8 South Michigan Avenue, Chicago—Big Jells, Cinnamon Imperials, "Chuckles"
Walter Baker and Company, Inc., Pierce Square, Dorchester, Mass.
Banner Candy Manufacturing Company, 700 Liberty Avenue, Brooklyn, N. Y.—Candy, Jordan almonds, coated licorice
Candy Crafters, Inc., Stewart and Union Avenue, Lansdowne—Chewing gum, Licorice "Sweeties"
Charms, Inc., 601 Bangs Avenue, Asbury Park, N. J.
Chase Candy Company, 4230 Gravois Avenue, St. Louis
Dennis Candy Factory, Inc., 793 Monroe Avenue, Rochester, N. Y.—Candy Kisses, Jellies, Pops
Henry Heide, Inc., 313 Hudson Street, New York
Hershey Chocolate Corporation, Hershey, Pa.
Kimbell Candy Company, 6546 West Belmont Avenue, Chicago
Life Savers Corporation, Port Chester, N. Y.—Candy, Life Savers
Lusk Candy Company, Davenport, Ia.—Lemon drops
McAfee Candy Company, Inc., Macon, Ga.
Reed Candy Company, 1245 Fletcher Street, Chicago—Butter Scotch Rolls, Chocolate Rolls, Orange Rolls
Thomas D. Richardson Company, Atlantic and I Streets, Philadelphia—Candy mints
Joseph A. Riggie Candy Company, 3704 West North Avenue, Chicago—Jordan almonds
Rockwood and Company, 88 Washington Avenue, Brooklyn, N. Y.
Sweets Company of America, Inc., 1515 Willow Ave., Hoboken, N. J.—Candy-Tootsie, Fudge, Tootsie Rolls
New England Confectionary Company, Cambridge 39, Mass.—Mint patties, assorted wafers
Mason, Au & Magenheimer, P. O. Box 549, Mineola, L. I.—Gum drops

Dairy Drink

Cedar Hill Farms, Inc., Cincinnati—Dairy Drink
Ideal Dispenser Company, 509 South McClun Street, Bloomington, Ill.—Dairy drink
Milk-O-Mat Corporation, 500 Fifth Avenue, New York—Cup dairy drink
Searles Welding and Manufacturing Company, 1310 South 47th Avenue, Cicero, Ill.—Dairy drink
Vendolator Manufacturing Company, P. O. Box 1586, Fresno, Cal.—Cold vendors, bottle milk

Drink Dispensers

Ajax Corporation of America, 176 West Adams Street, Chicago—Drink dispenser

AMP Corporation, 320 North Leonard Avenue, St. Louis—Beverage dispenser
Anderson and Wagner, Inc., 8701 South Mettler Street, Los Angeles
Carbonaire, Inc., 114 Fern Avenue, San Francisco—Drink dispensing equipment
Cole Products Company, 39 South LaSalle Street, Chicago—Beverage vending machine
Drincolator Corporation, Youngstown, O.
Drink Dispenser Corporation, 203 East 18th Street, New York—Drink-O-Mat beverage dispenser
Drink O Mat Corporation, 250 West 57th Street, New York—Beverage dispenser
Ex-Cell Products Corporation, 1233 South Wabash Street, Chicago—Automatic beverage dispenser
Frigidrink Corporation, 235 East 42nd Street, New York—Drink dispenser agent
Green Spot, Inc., 1501 Beverly Boulevard, Los Angeles
Hupp Corporation, 1250 West 76th Street, Cleveland—Drink dispenser
Knickerbocker Beverage Dispensers, Inc., 454 Sixth Avenue, New York—Drink dispensers
Lion Manufacturing Company, 2640 Belmont Avenue, Chicago—Beverage vendors
Mighty Midget Manufacturing Corporation, 4215 North 7th Street, Phoenix, Ariz.—Drink dispenser
Multiplex Faucet Company, 4319-25 Duncan Avenue, St. Louis—Fountain type beverage dispenser
National Theatre Supply, 92 Gold Street, New York 7, N. Y.
Orange Crush Company, 314 West Superior Street, Chicago—Dispensers
Proctor Sales Company, 1918 Washington Avenue, St. Louis—Combination beverage dispenser and storage unit
Spacarb, Inc., 311 East 23rd Street, New York
Supervend Corporation, 2506 Cedar Springs, Dallas—Vending beverage machine
Telecoin Corporation, 12 East 44th Street, New York—Drink dispensers
Tol-Pak Company, 416 South 6th Street, St. Louis—Beverage dispenser
Vacuum Can Company, 25 South Hoyne Avenue, Chicago—Portable beverage dispenser
Vendo Company, 7400 East 12th Street, Kansas City—Machines, vending, beverage



Above are pictured counter banners illustrating the recent tieup made by the Chicago ice cream division, Borden Company, and the Orange-CRUSH Company, Chicago, and prepared for outlets handling both companies products in the Chicago area. The joint merchandising effort will be concentrated on the summer months.

Gum

American Chicle Company, Thompson Avenue, Long Island City, N. Y.
Bowman Gum, Inc., 4865 Stenton Avenue, Philadelphia
William Wrigley, Jr., Company, 410 North Michigan Avenue, Chicago—Package gum

Ice Cream

Afco, Inc., 432 Alandale Avenue, Los Angeles—Ice cream vendor
Arctic Vendor Sales Corporation, Appleton, Wis.—Ice cream vendor
Atlas Tool and Manufacturing Company, 5147 Natural Bridge Avenue, St. Louis—Ice cream vendors
Badger Vending Machine Company, 710 North Plankinton, Milwaukee—Cup ice cream vendor
The Borden Company, 350 Madison Avenue, New York—Ice cream
Craig Machine Company, Danvers, Mass.—Ice cream vendor
Dresko Machine Corporation, 5629 North Central Avenue, Chicago—Ice cream vendors
Eastern Engineering and Sales, Inc., Commercial Trust building, Philadelphia—Kenco ice cream vendor
Freeze King Corporation, 251B West Montrose Avenue, Chicago—Ice cream custard machine
Frosti-Serve, 1833 Pacific Highway, San Diego, Cal.—Ice cream vendor
General Equipment Sales Company, 814 South West Street, Indianapolis, Ind.—Ice cream and custard machine—Sani-Serv soft ice cream freezer
Fred Hebel Corporation, 20 North Wacker Drive, Chicago—Ice cream vendor
National Ice Cream Bar Vending Machine Company, 4801 South Western Avenue, Chicago—Ice cream bar vendor
Philadelphia Dairy Products Company, Inc., 4th and Poplar Streets, Philadelphia—Aristocrat ice cream
Revco Company, Dearfield, Mich.—Cold vendors, ice cream
Sweden Freezer Manufacturing Company, Department F-13-PR, Seattle—Ice cream and frozen custard fountain freezer
Vendi-Freeze Sales, Chicago—Ice cream bar vendor, candy vendor

Juice

American Citrus Corporation, 333 North Michigan Avenue, Chicago—Del Juice vendor
California Fruit Chimes Company, 325 South Mission Drive, San Gabriel, Cal.
Green Spot, Inc., 1501 Beverly Boulevard, Los Angeles—Orange juice concentrate and automatic dispensers
Hamilton Beach Company, division of Scovill Manufacturing Company, Racine, Wis.—Fresh fruit juice drinks
Juice Bar Corporation, 270 Madison Avenue, New York—Juice dispenser
Metal Products Company, 1135 Third Street, Oakland, Cal.—Can juice vendor
Snively Vending and Sales Company, Winter Haven, Fla.—Cup juice vendor

Paper Cups

Dixie Cup Company, 24th and Dixie Avenue, Easton, Pa.—Cups, paper, drinking
Lily-Tulip Cup Corporation, Chanin building, 122 East 42nd Street, New York—Paper cups

(Continued on next page)

EXTRA PROFITS

Vol. 6, No. 1

April 11, 1951

EXTRA PROFITS appears every fourth Wednesday as a regular special feature department of EXHIBITOR, and is devoted exclusively to the design, construction, maintenance, management, and exploitation of the theatre vending equipment, vendable items, and other profit producing adjuncts for efficient theatre operation. For further information, address EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing office: 246-4B N. Clarion St., Philadelphia 7, Pennsylvania. New York Office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 923 Alandale Avenue, Los Angeles 36, California.

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Movie Digest Making Bow In Theatres

NEWARK, N. J.—It was learned last fortnight that the Confection Cabinet Corporation will launch on April 18 a new bi-weekly magazine, *Movie Digest*, to be sold exclusively in some 1,500 theatres for 10 cents. The publication will be pocket size. Special display racks for use on confection counters and other accessories are to be issued.

(Continued from preceding page)

Popcorn

American Popcorn Company, Sioux City, Ia.—Popcorn vending equipment, raw popcorn
Auto-Vend, Inc., P. O. Box 5998, Dallas—Popcorn vending machines
Bonanza, Inc., 2980 West Pico Boulevard, Los Angeles—Popcorn vending machines
C. Cretors and Company, 630 West Cermak Road, Chicago—Popcorn equipment, vending
Manley, Inc., 1920 Wyandotte Street, Kansas City—Vending equipment and popcorn machines
National Theatre Supply, 92 Gold Street, New York 7, N. Y.
Star Manufacturing Company, 6300 St. Louis Avenue, St. Louis—Popcorn machines

Popcorn Bags

Rex Paper Products Company, 95-109 Onderdonk Avenue, Brooklyn 6, N. Y.—Glassine, parchment, laminated, waxed, and foil bags

Popcorn Oils

Best Foods, Inc., 1 East 43rd Street, New York
C. F. Simonin and Sons, Belgrade and Tioga Streets, Philadelphia—Popsit Plus, oils

Soda Fountains and Bars

Anderson and Wagner, Inc., 8701 South Mettler Street, Los Angeles—"Everfrost" soda bar
Drincolator Corporation, 342 Madison Avenue, New York—Soda fountains
Helmco-Lacy, Inc., 1215 West Fullerton Avenue, Chicago—Soda fountain equipment
Hudson Soda Fountain and Refrigeration Company, Arlington, N. J.—Soda fountains
The Liquid Carbonic Corporation, 3110 South Kecz Avenue, Chicago—Liquid soda fountains

Soft Drink (Bottle) Vendors

Hydro-Silica Corporation, Flora Dale, Pa.—Cold vendors, bottle
Kalva Vendors, 605 West Washington Street, Chicago—Cold Vendors, bottle
Kold Hold Refrigeration Company, 3327 West Washington Street, Los Angeles—Cold vendors, bottle
S and S Products Company, P. O. Box 1047, Lima, Ohio—Cold vendor, bottle
Weber Showcase and Fixture Company, Inc., 5700 Avalon Boulevard, Los Angeles—Cold vendor, bottle
Westinghouse Electric Corporation, Syracuse, N. Y.—Soft drink (bottle, cup)

Soft Drink (Cup) Vendors

Beverage Dispensers, Inc., 89 Walnut Street, Montclair, N. J.—Cold vendors, cup
C. G. Bradley and Son, 431 North Franklin Street, Syracuse, N. Y.—Cup beverage vending machines
Interstate Aircraft and Engineering Corporation, El Segundo, Cal.—Cold vendor, cup
Spacarb, Inc., 311 East 23rd Street, New York—Cold vendors, cup (automatic)
John W. Young Foundation, 29 Fairway Drive, Barrington, R. I.—Hydro-Jet cup vending machine

Syrups

Tropical Fruit Drinks Company, 40 Hudson Street, New York—Syrups and dispenser
Vess Beverage Company, 1118 Arcade building, 812 Olive Street, St. Louis—"Vess Cola" syrup

Vending Machines

Automatic Syrup Company, 46-07 Vernon Boulevard, Long Island City, N. Y.—Vending machines
Bally Manufacturing Company, 2640 West Belmont Avenue, Chicago—Vending machines
C-8 Laboratories, New Bedford, Mass.—"Electro" vending machine
Mills Automatic Merchandising Company, 21-30 44th Road, Long Island City, L. I.—Vending machine manufacturing

Miscellaneous

Acton Manufacturing Company, 605 South Summit Street, Arkansas City, Kans.—Refreshment vending cart, portable coolers
Alden Frozen Foods, Inc., 203 Wabash Avenue, Chicago—Frozen chocolate banana bar
Atlas Body Corporation, 4150 East Thompson Street, Philadelphia—ABC Vendmobile, steamer grill for hot dogs, heats popcorn, insulated section for ice cream
Mills Industries, Inc., 4100 Fullerton Avenue, Chicago—Candy bar machine, cigarette machine, cold vendors, scales, bottle
National Theatre Supply, 92 Gold Street, New York 7, N. Y.



Attractive and compact is this chewing gum display stand recently designed by the William Wrigley, Jr. Company, Chicago, for use on candy counters and available to theatres. Of a light blonde finished plastic, the stand is 14 inches high and 11 inches wide, yet is large enough to hold an ample gum supply.

The Values Of Popcorn

NAPM Bulletin Boosts Its Advantages

(In a recent bulletin of the National Association of Popcorn Manufacturers, the advantages of popcorn were summarized. —Ed.)

THERE is probably no food used by the people of the United States which is as universally liked and used as popcorn. A survey conducted over a 10-year period covering thousands of persons shows that practically everybody from every walk of life likes popcorn. Yet, in spite of its tremendous popularity, few people are aware of popcorn's great food value.

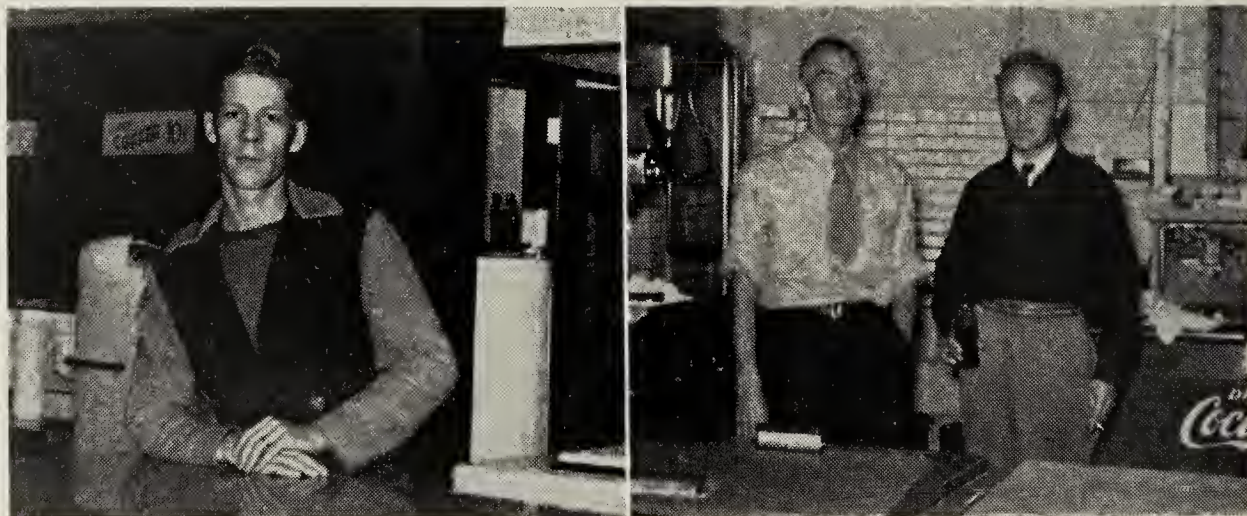
The first requirement of any essential food is that it be high in caloric value. Few people know that one pound of popcorn contains approximately twice as much food energy units as one pound of round steak; two and one-half times as many as one pound of eggs, six times as many units as one pound of milk.

Sanitex Company, 14182 Meyers Road, Detroit—Sanitary napkin machine, napkins, Latex machine
Squirrel Brand Company, 10-12 Boardman Street, Cambridge, Mass.—Salted peanuts
Sportservice Corporation, 703 Main Street, Buffalo—Refreshment service
Speed-Scoop, 109 Thorton Avenue, San Francisco 24, Cal.—Popcorn scoop

According to the U. S. Department of Agriculture's circular 579, popcorn has more food energy units than all these foods: all cooked fish and meats (except very fat meats), all vegetables and fruits, all bread and cakes, all varieties of cheese (except Swiss), or all table beverages.

According to U. S. Department of Agriculture's bulletin 549 on the approximate composition of American food materials, popcorn has higher food energy value than 1123 of the 1281 edible foods that are known today. Of the 158 items shown as edible foods as having more heat energy units than popcorn, 22 are nuts, five are oils and fats, eight are sugar products, and 82 are meats. When meats are cooked, however, all but the very fat meats have less food energy value than popcorn. Therefore, popcorn actually has more food value than 1205 of these foods, more energy units than 96 per cent of all of them.

IN ADDITION, popcorn supplies needed proteins in our diet. When one compares the protein content of other foods with popcorn's 11.4 per cent one will find that it tops them all. For example white bread, 8.5 per cent, candies, 2 to 4 per cent; crackers, 7 to 10 per cent; milk, 3.5 per cent; ice cream, 3.9 per cent; oatmeal, 3.2 per cent; wheat flakes, 10.4 per cent; soups, 4.1 per cent.



D. F. "Doc" Hembree, left, manager, 31 Drive-In, near Cullman, Ala., is seen in the concessions department of his theatre, while at right, R. B. Hauss and J. E. Aaron, partners in the Skyway Drive-in, near Anniston, Ala., are pictured making an inspection of their concessions department.



The New Manley Aristocrat has automatic seasoning pump, 3-way heat control, and complete system for filtering exhaust.

A *Manley* POPCORN KETTLE MEETS EVERY TEST

● Profits? Manley's new Cascade Kettle pops out a 20-40% greater volume, yields gross profits as high as 400%... Durability? Kettle was trouble-free after 1000 hours of continuous testing... Performance? Rotates through 360° without breaking electrical or mechanical connections. Snap lid pops up at slightest pressure... Convenience? 4-bladed agitator unscrews easily. Inside of kettle can be wiped clean with swipe of cloth... Adaptability? 16-ounce kettle for heavy rush business can be substituted for regular 12-ounce kettle... In every way, this versatile Manley kettle is your popcorn profit spot.

© 1951 Manley, Inc.



Manley, Inc.
THE **BIGGEST** NAME IN **POPCORN**

SALES AND SERVICE OFFICES IN 27 CITIES
SEE YOUR TELEPHONE DIRECTORY

Manley, Inc., Dept. EX 4-11-51
1920 Wyandotte St., Kansas City 8, Mo.

Please have a Manley man call with more information on the new Manley Aristocrat and bring me your booklet, "How to Make Big Profits from Popcorn."

Name
Business
Address State

Best Time to Call

MAIL TODAY!



Above are four shots showing concessions operated by Western Automatic Vending Corporation in the Buffalo area. At upper left is the stand at the Aero Drive-In while the extra profits department of the Broadway Drive-In is seen at upper right. The man in the short-sleeved shirt in both photos is

Billy Katz, son of the WAVCO president. The stand at the Park Drive-In is seen at lower left, and the refreshment department at the Aurora, East Aurora, N. Y., is pictured in the photo at lower right. Each one of the stands above is compact, built along similar lines, and kept meticulously clean.

THAT KNOW-HOW PAYS DIVIDENDS

Leo Katz, President, Western Automatic Vending Corporation, Buffalo, Believes in Efficient Operation

IN operating drive-in concessions, the know-how that comes with years of experience pays dividends, just as the intimate knowledge of operations brings rewards in any endeavor.

An example of such know-how is the expert handling of concessions at 75 theatres, including eight new drive-ins, in the Buffalo area by Leo Katz, president, Western Automatic Vending Corporation, Buffalo. Katz, with his son, Billy, have applied their observations of the public's

tastes in refreshments to the standardization of certain features of their stands.

Western Automatic Vending Corporation (WAVCO) has found that standardized equipment increases efficiency since attendants can be moved from one stand to another without wasting time to familiarize themselves with new layouts. Each concession is compact to increase efficiency, and is kept meticulously clean.

An average of five attendants are on hand at each stand. They begin work at about 7 p. m., and quit about 1 a. m., sometimes later if business demands. While business is light before each show, the big rush begins at about 10 p. m.

Using a bit of psychology, Katz found that young married couples make the best attendants because their youth enables them easily to manage the demanding work of peak periods, and, being married, and working side by side, they keep each other on their toes.

WAVCO sells a one and one-half-ounce box of popcorn for 10 cents and a four-ounce box for a quarter. The company also sells hot dogs, ice cream, candy, and, in cool weather, coffee. The big seller is soft drinks since drive-ins are primarily a summer operation.

Katz found that he sells from 15 to 20 per cent more popcorn from a machine than from a warmer mainly because people like to watch their popcorn being

made. Then they know it's fresh, and has been made under sanitary conditions.

One of the important factors in Katz's winning all eight concessions in the new Buffalo area drive-ins was his willingness to install new equipment. "The men who own the drive-in theatres wanted to be sure their refreshment places looked well, and new equipment accomplishes this," Katz notes. "You can't run a concession or popcorn stand with old equipment. It will rob you of your profits."

Most of the popcorn machines used by WAVCO in the Buffalo theatres it services are Manley units. Katz recently bought six Manley Super Stadiums and two Aristocrats to handle his company's Buffalo business. "We have great confidence in Manley machines," said Katz. "They're good looking, and they work very well. We know we will be able to get parts easily, and we know from past experience that Manley gives good service on its machines."

B and K Innovations Click

CHICAGO—A recent innovation in popcorn sales at Balaban and Katz theatres is paper napkins tucked in the flaps of popcorn boxes. Another improvement is square shaped boxes making it easier to reach in for the contents. Patrons like these new ideas to such an extent that they comment favorably.



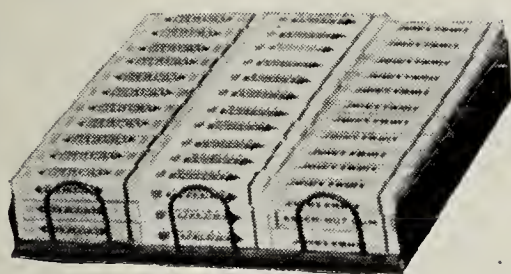
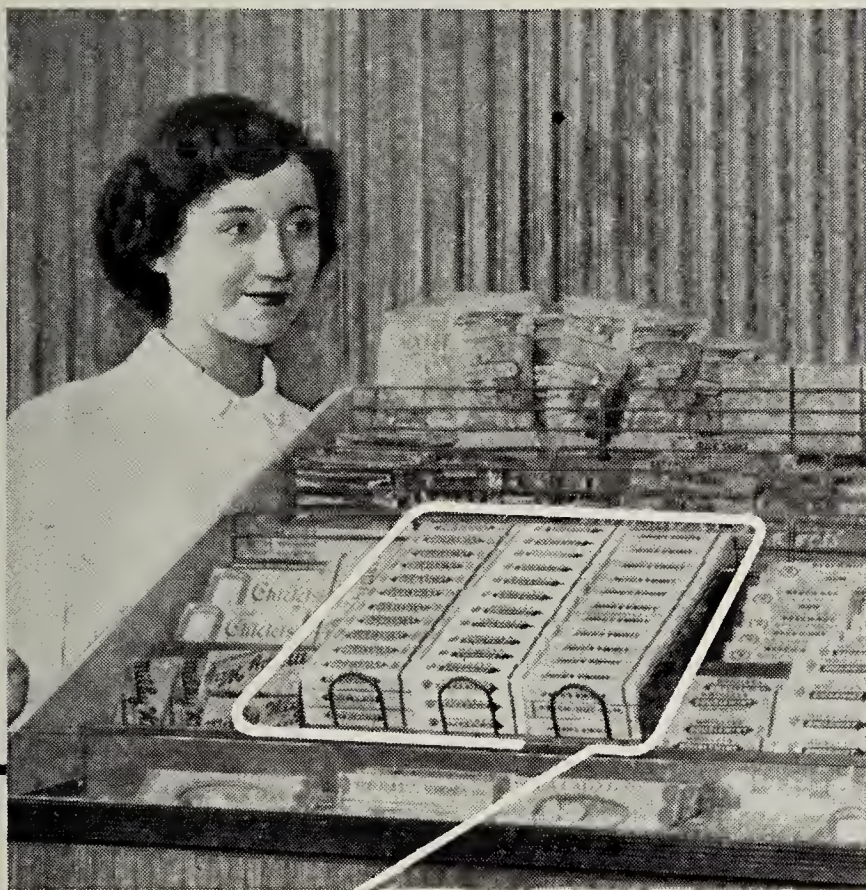
The NEW Patented SPEED-SCOOP

Three times more efficient. Scoop and pour a bagful of popcorn in one single easy motion. Made of light, stainless aluminum. Cool hardwood handle. Perfectly balanced for maximum efficiency and speed. Only \$2.50 at your Theatre Supply or Popcorn Supply Dealer.

SPEED-SCOOP

109 Thornton Avenue, San Francisco 24, Calif.

Experience Proves: Chewing Gum Will Add to Their Enjoyment of Your Theatre



Paramount Theatre, Miami, Fla., gets extra profits from display of well-known brands of gum.

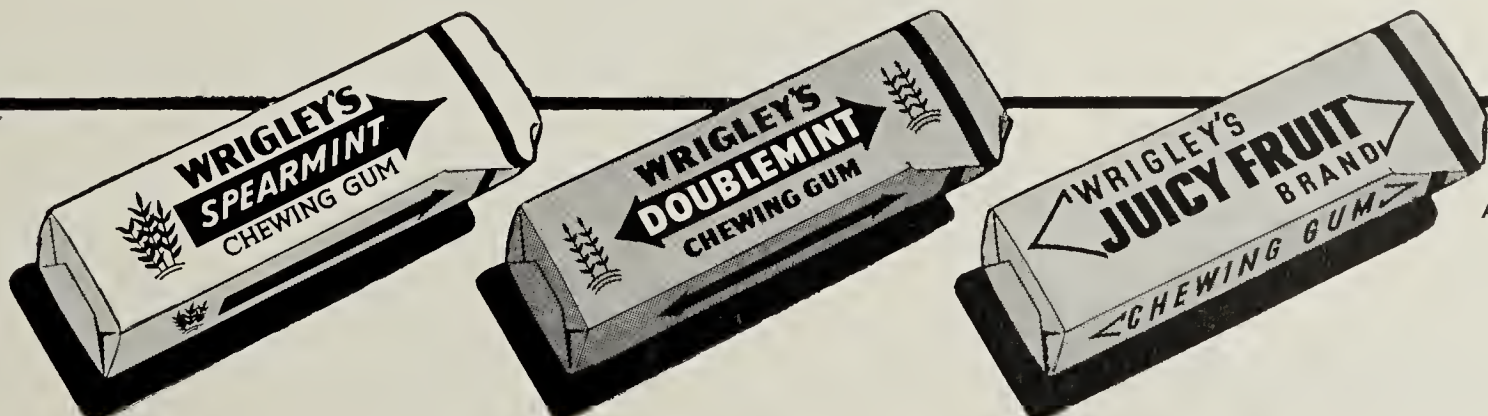


Rivoli Theatre, New York City, displays chewing gum for convenience of patrons and extra revenue.

You build good will and extra profits by selling and displaying popular brands of chewing gum

Yes, many of your patrons get extra enjoyment from a movie when they chew gum. Chewing helps them relax and puts them in a better frame of mind. By displaying popular brands of gum you help your patrons get the fullest pleasure from their visit to your theatre.

Increase your revenue and good will by displaying Wrigley's Spearmint, Doublemint, "Juicy Fruit" Gum, and other well-advertised, fast-selling brands. Your patrons will appreciate this service, and you will be surprised at the amount of extra business you do.



PROFIT ITEMS

Of special interest to theatremen are new developments in the field, offering possibilities of extra sales opportunities to alert showmen-tradesters



This is the method used for filling cups from the Sport-Kater, a portable Fiberglas-insulated beverage dispenser recently introduced by the Kneisley Electric Company, Toledo, O. The cup is pressed against the filling mechanism concealed under the tank of the unit, and exactly six ounces of the beverage are released automatically in cup.

Candy's Role Convention Theme

CHICAGO—Candy's role in the national mobilization program will be the theme of NCA's 68th convention and 25th confectionery industries exposition, June 3-7, at the Hotel Stevens, it was revealed recently.

In an official announcement to NCA for members regarding convention plans, Victor H. Gies, Mars, Inc., general convention chairman, stated, "This year, 1951, is one of the most crucial in the history of our country."

Four business sessions and two luncheon meetings will feature government relations, including price and wage controls, availability of ingredients, candy procurement, sales and merchandising, production techniques, technological development, employer-employee relations, and national and international affairs affecting candy, according to plans devel-

Portable Dispenser

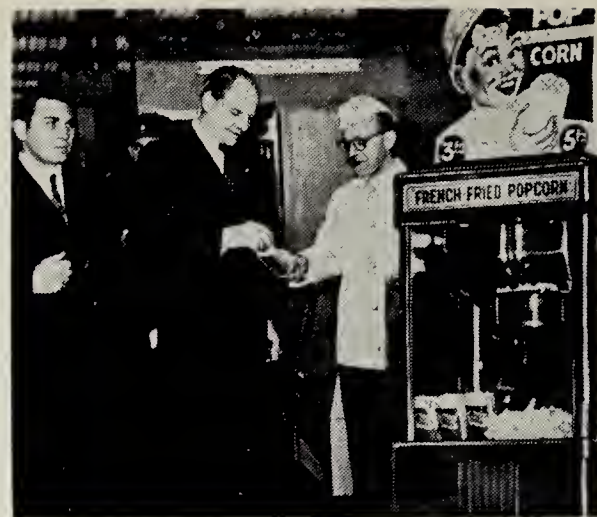
The Sport-Kater, a portable hot-or-cold beverage dispenser suitable for drive-in use, recently was announced by the Kneisley Electric Company, Toledo, O. The unit is of lightweight aluminum, with a stainless steel beverage tank and valve. The Fiberglas insulation, three inches thick in the base and one-quarter inch thick in the side walls, helps maintain constant temperatures, according to the company. Kneisley Electric Company describes the unit as weighing 40 pounds filled and 12 pounds empty. Two attached receptacles, one on each side, accommodate about 140 cold-drink cups or about 80 hot-drink containers. When filled to its three-and-a-half-gallon capacity, the Sport-Kater will dispense about 74 exactly measured six-ounce servings, it is claimed.

oped by Frank K. Gleason, E. J. Brach and Sons, convention program chairman, and his 10-man committee.

Orange-CRUSH Appoints Two

CHICAGO—As an added effort to render greater service to better customers of the Orange-CRUSH Company, R. M. Horsey, executive vice-president, has made two important staff changes in the sales organization of the bottling division.

J. V. Fort has been named assistant sales manager, and Alden Fork has been appointed assistant to the sales manager.



At the recent Brussels Industrial Fair, American Ambassador Murphy samples popcorn from a machine made by Star Manufacturing Company, St. Louis, and distributed in Belgium and Luxembourg by the American Soda Fountain Supply Company, whose sales manager, A. V. Britton, is at left. Star Manufacturing Company was awarded the Gold Medal and the 21st Salon Diploma for outstanding merit of its equipment.

Cole Buys Coin Changer

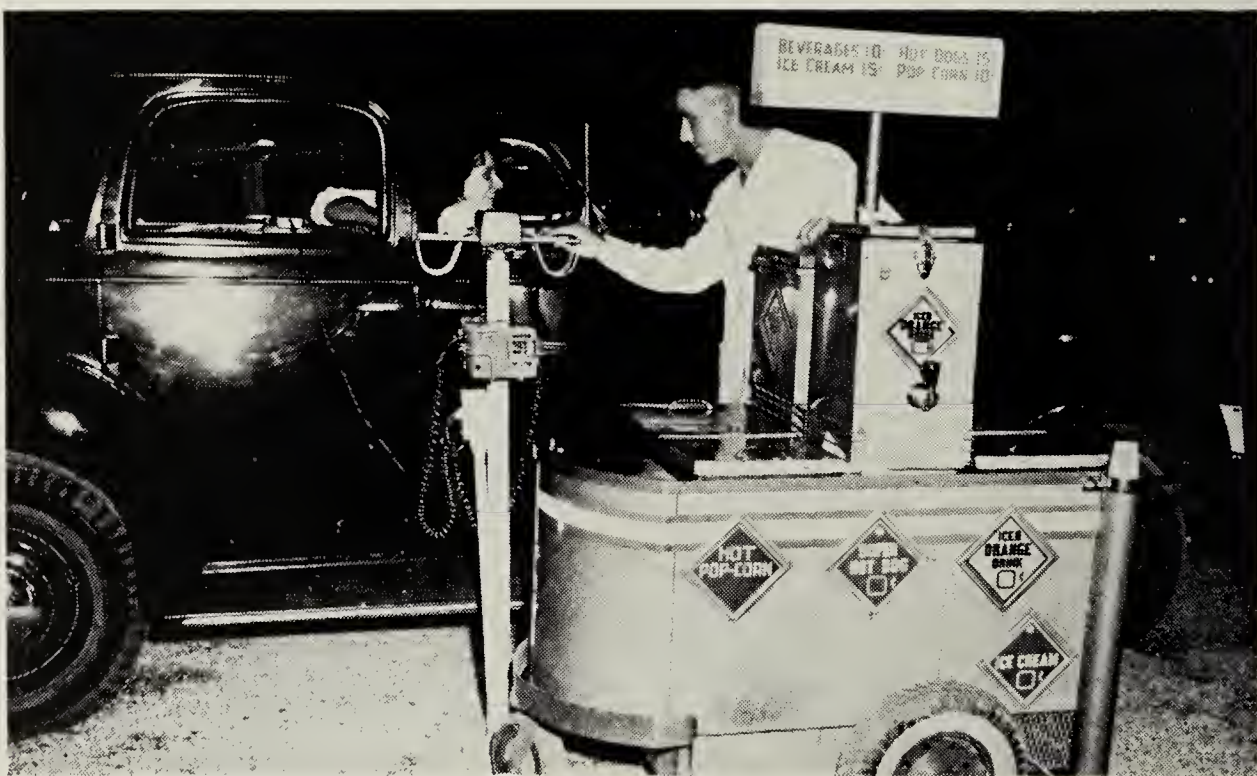
CHICAGO—Albert Cole, president, Cole Products Corporation, Chicago, recently announced that his stockholders had approved the outright purchase of the American Coin Changer Corporation, Boston. The entire engineering staff has also been retained, and headquarters are being transferred to Chicago.

Cole manufactures the Cole-Spa three-flavor beverage cup dispenser, and pioneered the use of automatic coin changers on cup dispensers for soft drinks, soups, and hot chocolate.

The company will operate as a division of Cole Products under the name of the American Coin Changer Company, with headquarters at 210 South Clinton Street.

Hershey Corporation Honored

HERSHEY, PA.—The Hershey Chocolate Corporation recently received a citation for the excellence of its products from the Maurice C. Dreicer Testing Bureau.



Two recent innovations are pictured at the Eatontown Drive-In, Eatontown, N. J., one of the newest of the six outdoor situations operated by Walter Reade Theatres. In-car heaters are shown on the junction pole below the speaker racks, while an attendant serves patrons from a new refreshment dispensing cart. The cart contains both refrigeration and heating units, enabling the attendant to serve cold drinks and ice cream, as well as hot dogs and hot popcorn, promoting greater sales.

OUTDOOR
REFRESHMENT
SERVICE
from Coast
to Coast
over 1/4 Century

Refreshment
Service for
DRIVE - IN
THEATRES

SPORTSERVICE CORP. Phone
SPORTSERVICE BLDG. • BUFFALO, N. Y. WA. 2506

Quality Builds Box Office

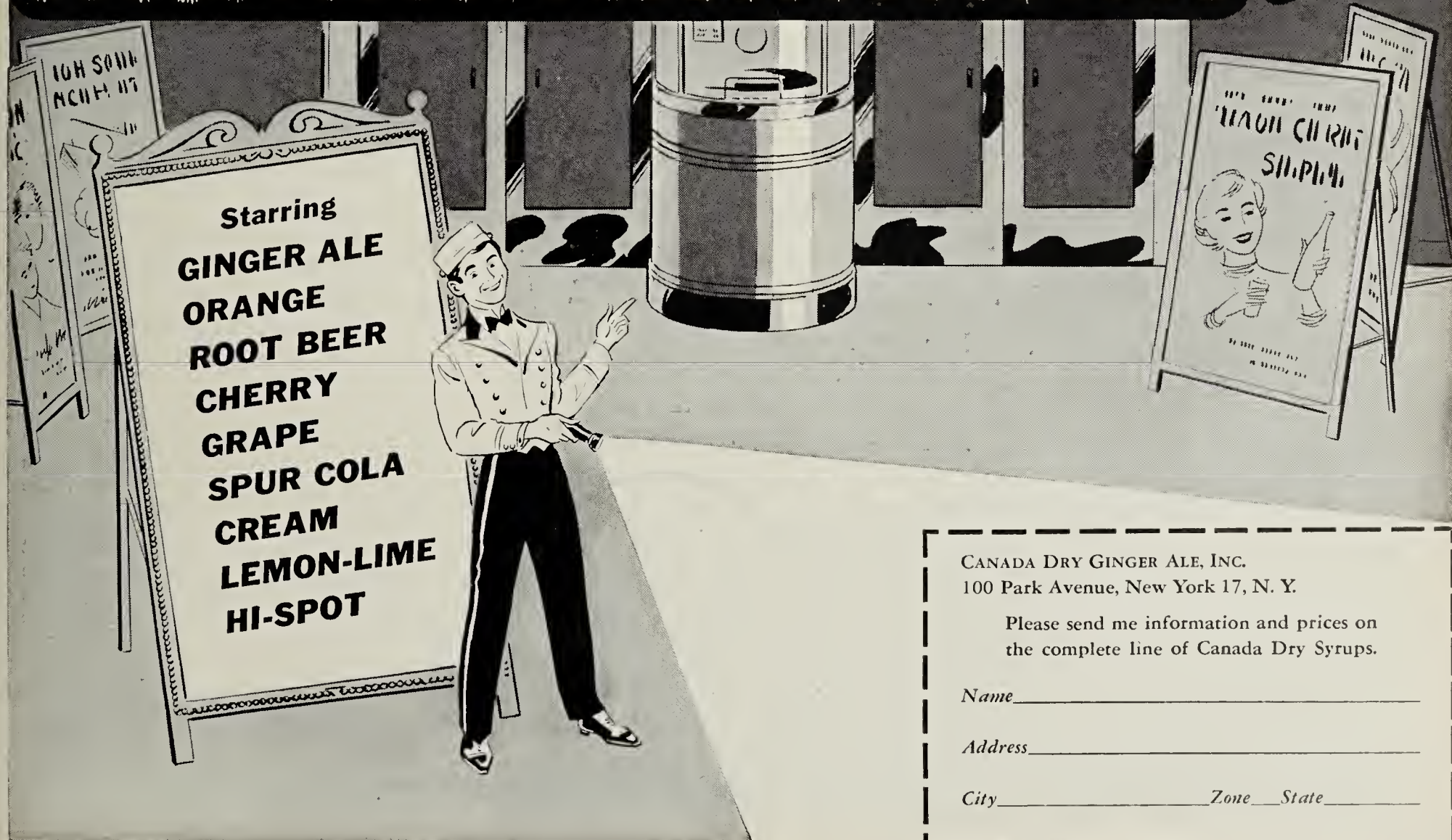
CANADA  **DRY**

Features

QUALITY SYRUPS

for

Cup Machines and Fountains



CANADA DRY GINGER ALE, INC.
100 Park Avenue, New York 17, N. Y.

Please send me information and prices on
the complete line of Canada Dry Syrups.

Name _____

Address _____

City _____ Zone _____ State _____

Popcorn And Public Relations

Les Grand Warns
On Improper Publicity

St. Louis—At a regular meeting of exhibitors, Les Grand, district manager, Confection Cabinet Corporation, gave exhibitors something to think about.

His talk, a most practical one, took an unusual twist for a man in the confection business. He stressed the necessity for the industry and everyone in it to endeavor to discount and eliminate the popular pastime of wisecracking about popcorn and its alleged big profits to the detriment of the real public relations program "convincing the American people that motion pictures are better than ever and still the greatest amusement buy and bargain for this country."

To emphasize his point that aiding and abetting the mistaken idea that the profits on popcorn carries the motion picture industry is the type of thing "that some day will kill the goose that lays the golden eggs." Grand quoted from some recent newspaper articles and cartoons to show how what at first may have been an amusing "wise crack" is now being very, very much overdone.

"I think that we ought to soft tone popcorn profits," he said. "Of course, exhibitors are entitled to a legitimate profit on popcorn and other confections, etc., but some of the wild estimates of alleged profits may cause the public to think it is a racket."

In this connection he quoted a columnist as stating recently that "There is an 80 per cent profit in popcorn," and that this is "what is keeping the motion picture industry going." He added that, of course, everyone knows there isn't any 80 per cent profit in popcorn.

Getting into the business of handling confections in a motion picture theatre, Grand advised exhibitors to keep their concession stands clean, or sooner or later they may get into trouble with the public health authorities. He said that since popcorn is a food, the popcorn machinery must likewise be kept clean and attractive. He stressed that there is no substitute for quality. "Don't be price conscious," he continued. "The best is the cheapest in the long run."

Candydly Speaking

(Continued from page EP-1)

attendance in the conventional motion picture theatre.

THIS YEAR, the increasing demands for manpower in many sections of the country will make it difficult to arrange for a flexible labor supply at a cost that the operation can afford to pay.

It CAN be seen from the foregoing that it is going to be a real problem to realize normal profits from the operation of extra profits sales in drive-ins during the coming season.

Bill England

Now's The Time To

Slash

POPCORN PACKAGING COSTS!

**Rex Noiseless Popcorn Bags
cost up to 70% less than Boxes!**

★ **CUT NOISE!**

★ **CUT COSTS!**

★ **BOOST PROFITS!**

GOOD NEWS! With newly increased production capacity, we can now supply a *limited number* of new customers with Rex Noiseless Popcorn Bags. Yes, now you can take advantage of big savings and enjoy quieter "houses" at the same time! Don't delay . .

WRITE OR WIRE FOR SAMPLES
REX Specialty Bag Corporation
Serving the popcorn trade exclusively

101 ONDERDONK AVE., BROOKLYN 6, NEW YORK

The Best Drive-ins Are Featuring

popsit plus!

the ONE popping oil that
DOES EVERYTHING!

It pops America's Best-Selling Popcorn! . . . adds butter-like flavor, color and aroma that makes people ask for more.

IT'S AMERICA'S MOST USEFUL FRYING OIL FOR DRIVE-INS!

popsit plus!

Made by **C. F. SIMONIN'S SONS, INC.** Phila. 34, Pa.

POPPING OIL SPECIALISTS TO THE NATION

... pops
corn, fries burgers,
hot dogs, french fries
... is always liquid ...
comes in easy-to-use
gallon can .. no
waste.

NEWS OF THE

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BRANCHES

Atlanta

In visiting were; M. C. Moore, Riverside, Jacksonville, Fla.; Ed Beach, Ilan, Fernandina, Fla.; Mrs. Wallace Smith, Gem, Barnesville, Ga.; E. J. Hunter, Colquitt, Colquitt, Ga.; Rufus Davis, Jr., Martin and Davis Theatres, Dotham, Ala., and Nat Williams, Interstate Amusement Company, Thomasville, Ga.

Pal Amusement Company, Vidalia, Ga., will soon start work on a new drive-in near Hainesville, Ga.

On April 3, in Selma, Ala., the Rotarians gave R. B. Wilby a big time. Cooperating in the celebration was Roger Butler, Jr. Wilby opened his first theatre in Selma, Ala., on April 3, 1911. Film Row wishes him many more years in the business.

R. L. Wilburn is the new owner, Pacolet, Pacolet, S. C. Former owner is Tom Harmon. . . . V. D. Hunter has been appointed city manager, Florida State Theatres, Orlando, Fla. . . . The Roxy, Orlando, Fla., recently reopened. . . . The Park-Vue, Highland Park, Muscle Shoals, Ala., and the Hub Drive-In, Robertsdale, Ala., reopened. . . . Roy Mitchell, owner, Mountain, Stone Mountain, Ga., expects to start making shorts for television.

Robert Davis leased from Middle-Tennessee Amusement Company the Arnold Drive-In Tullahoma, Tenn. . . . The Paramount, Alexandria, La., closed several weeks for repairs, reopened. . . . Boca Raton, Fla., will have the premiere of "The Barefoot Mailman" since it was made there. . . . Robert A. Early, who said he was 101 years old, said to an aide at the Florida, St. Petersburg, Fla., that his first movie was "Born Yesterday." . . . Manager-owner, Boulevard Drive-In, Deland, Fla., is LeRoy Johnson.

In Trenton, Tenn., Trenton's second big fire in 14 months destroyed three buildings, including the Strand. About 800 moviegoers calmly filed out of the theatre. . . . Porter Epperson was in visiting. . . . Pete Howell, head shipper, Monogram, was back from a trip to Alabama.

Walter L. King, Fort Myers, Fla., died.

The stork passed over the house of Mr. and Mrs. Ralph E. Hawker, he's manager, Drive-In, Deland, Fla., and left a baby boy. . . . Alexander H. Robertson, coowner, Majestic, Springfield, Ky., is now at Warm Springs Foundation, Warm Springs, Ga.

Boyd Fry, manager, Loew's Grand, has been appointed a colonel on the staff of Governor Herman Talmadge.

Ted Toddy, president, Toddy, was in. . . . Visiting and booking were: A. L. Whitaker, Co-At-Co Theatres, Georgia;



Emmett Grimsley, left, manager, Thompson, Hawkinsville, Ga., was the principal speaker at the recent meeting of the MPTOOG in Atlanta. At right is MPTOOG secretary John Thompson.

John Thompson, Drive-In, Gainesville, Ga.; Mr. and Mrs. Theron Edwards, Eastman, Lumber City, Rhine, and Chester, Ga.; W. M. Snelson, Co-At-Co Theatres, Toccoa, Ga.; W. W. Mowbray, Royal, Blue Ridge, Ga., and Rufus Getzen, Spalding Drive-In, Griffin, Ga.

The new 400-car drive-in at Riviera Beach, Fla., opened. Owners are A. F. D'Anna, with John L. Damm as manager. . . . New booker at RKO is Joe Austin from the shipping department. He replaces Bob Burnette, now on Uncle Sam's payroll. . . . Mrs. Bob Langer, wife of the special representative, National Screen Service, is much better after illness.

Roy Prewitt and Ted Malone, World's Theatre Service, were visiting. . . . Added to the office force at MGM are Alma Hughes and Joan Nash. . . . Emery Austin, MGM publicity chief, was at his desk after illness. . . . Herman "Dusty" Rhodes, general manager, Dixie Drive-In Theatres, checked in at his office after a trip to Georgia and Florida.

Rube Joiner, Joiner Booking Service, went to Tennessee. . . . We on the Row are glad to hear that Hal Kester, ELC manager, Charlotte, is much better. . . . The new Air Show Drive-In, owned by the Giddens and Rester Circuit, opened at Chickasaw, Ala. . . . Leonard Vaughn, city manager, Cannon, Live Oak, Fla., returned after a honeymoon in Miami, Fla.

H. Moore, Standard Film Service, Charleston, W. Va., was in with J. M.

Branderburg, theatre owner in Kentucky. . . . D. O. Brantley, formerly with the Martin Theatres and Gortatowsky Theatres, Albany, Ga., is confined to Veterans Hospital, Murfreesboro, Tenn. . . . L. T. Sheffield will soon open the Capital Drive-In, Albany, Ga., for 400 cars.

The love bug went to Albany, Ga. James McClung, sales manager, Dixie Theatre and Supply Company, Albany, Ga., will marry Jo Ann Story. . . . New owner of the Ritz and drive-in at Woodbury, Tenn., is W. B. Hamaker. Former owner was M. B. Hancock.

Jack Hunt, special sales representative, Wil-Kin Theatre Supply, sold to the Dixie, Birdtown, Tenn., a Cyclo-ramic screen.

Al Rook, ABC Booking Service, checked in after a fishing trip. . . . Mrs. Julia Olmstead, secretary, Columbia, was back after illness.

Charlotte

Queen City Booking Service announced the following drive-ins reopening: Melody, Mamers, S. C.; Skyline, Wilmington, N. C.; Star, Brevard, N. C.; Drive-In, West Jefferson, N. C.; Model, Lumberton, N. C.; Kitty Fork, Clinton, N. C.

E. A. Mahannah, chief engineer, atom bomb project, Aiken, S. C., is the new owner, drive-in, Aiken, S. C. Queen City Booking will handle the buying and booking. . . . Fuller Sams, Jr., Statesville Theatre Corporation, purchased three Miracle whips for drive-ins at Louisville, Goldsboro, and Statesville, N. C. . . . Mrs. Hazel Resnik, booker, Queen City Booking Service, returned after a vacation in Florida. . . . The South 15 Drive-In, Hartsville, S. C., and Hi-Way 601, Lugoff, S. C., reopened. Exhibitor Service is doing the buying and booking. . . . Max Holland and E. L. Bost will open No. 1 Drive-In, Augusta, Ga., 300 cars, soon, equipped by Theatre Equipment Company.

Deepest sympathy goes to Fred Nittleton, cashier, Theatre Booking Service, in the passing of his mother in Carthage, N. Y. . . . W. E. Thomas, husband of Margie, booker, Queen City Booking Service, is now with Theatre Time Clock Service. . . . Queen City Booking Service will handle buying and booking for the Fair-Vue, and all Negro drive-in, Kinston, N. C., scheduled for an early open-



Southern division and branch managers present at the recent Eagle Lion Classics sales convention in New York City were from left, Ernie Gribble, Jack Schlaifer Organization; Jake Lutzer, Dallas and division manager; Jack Frye, Charlotte; Claude York, Oklahoma City; Grover Parsons, Atlanta, and George Pabst, New Orleans exchange.



In New York City, Al Lichtman, center, vice-president, 20th-Fox, is seen as he recently accepted the Foreign Language Press Film Critics' Circle citation for "All About Eve" as "the best film of 1950" from Sigmund Gottlob, left, and Dr. Manfred George, executive director and president, respectively, of the Circle.



Emeric Pressburger, left, co-producer and co-director of Lopert's "Tales of Hoffman," discusses the film with EXHIBITOR's Mel Konecoff shortly after his recent arrival in New York City to attend the premiere of the opera film.

ing. . . Mr. and Mrs. Charlie Cash, Joy, Dixie, Kings Mountain, N. C., returned after spending the winter at Palm Harbor, Fla. . . Walter Kreh, special representative, Republic, left for Atlanta after several weeks. . . Mrs. J. F. Dobson, Barnwell, Blackville, and Williston, S. C., will open a new drive-in, in Barnwell, S. C., on April 18. . . The Red Springs Drive-In, Red Springs, N. C., will open soon. Owner is Arthur McSwain. . . A. C. McSwain, Red Springs, Red Springs, N. C., and Westside, Pembroke, N. C., is the new owner, Ideal, Vass, N. C., formerly owned by A. L. Keith. . . V. H. Freeman, Roan, Roan Mountain, Tenn., took over the Elk, Elk Park, Scenic, Newland, N. C., formerly owned by O. D. Calhoun. . . F. J. A. McCarthy stopped off to visit with Jimmy Greenleaf, branch manager, U-I, on his way to Florida for a vacation. . . Mildred McGee, head booker, National Screen Service, was called to Augusta, Ga., due to the serious illness of her brother. . . Harold Hall, Hall's Drive-In, Columbia, S. C., announced that the playground for children will be completed in the near future.

On the sick list at Stewart Enterprises were Roy Bradley and "Smo" Cabe, bookers. . . Virginia Porter, bookers' secretary, Columbia, spent a week-end in Hillsboro, N. C. . . Joe Sugar, ELC spent several days here. . . The flu epidemic really hit Republic, having

six employees out in one week. . . Doris Hunsuck, wife of Charlie, ELC salesman, returned home after several days in the hospital. . . Mr. and Mrs. H. P. Howell, Royal Palm Motor Court, West Palm Beach, Fla., and owner, Howell Theatres, Smithfield, N. C., will come home to attend the wedding of their son, Rudy, in Four Oaks, N. C. . . Mrs. J. E. Griffith, mother of Verdah Looper, ELC booker, returned to her home in Greenville, S. C., after several weeks in the hospital. . . A. P. Hinnant, Model Drive-In, Goldsboro, N. C., has taken over the Drive-In, Newbern, N. C., and Drive-In, Kinston, N. C., formerly owned by E. S. Holland. . . Margaret Crook, U-I, announced her engagement to Graham Demick. It will be a June wedding.

J. B. "Red" Erskine, owner, Dixie Theatre Supply, formerly at South Church Street, moved to 215 West Third Street. . . Saxton Theatrical Service has taken over the buying and booking for the Park Drive-In, Greensboro, N. C. . . Bob Warren is the new U-I booker. . . Chickie Kistler is the new typist clerk at Republic, replacing Mrs. Lavada Belcher, resigned.

The Charlotte Observer ran an article about a little girl who was so badly burned that she stood no chance to live unless funds were immediately available to pay for ACTH. The Variety Club was the anonymous contributor, and, as a result, the little girl is still alive, and doing well.

Film Row is getting enthusiastic over softball as the boys are practicing every afternoon. Roy Bradley, manager, says the prospects look good. . . Queen City Booking Service, 300 West Third Street, remodeled and redecorated the entire office.

Visiting and booking were: H. P. "Dusty" Rhodes, Dixie Drive-In Theatres, Atlanta; George Carpenter, Charlie Burgin, Colonial Theatres, Valdese, N. C.; R. L. "Sonny" Baker, Carolina, Shelby, N. C.; M. Goodnough, Royal, Simpsonville, S. C.; Harold Hall, Dixie, Hall's Drive-In, West Columbia, S. C.; Luke Linder, Piedmont, Pelzer, Pendleton, and Williamston, S. C.; A. C. McSwain, Westside, Pembroke, and Red Springs, Red Springs, N. C.; Willie Sams, Statesville Theatre Corporation, Statesville, N. C.; J. S. McDaniel, Evon, Dallas, N. C.; Tom Fleming, Sylvia, York, S. C.; J. K. Whitley, Swannee, Dixie and Palace, Kannapolis, N. C.; Bert Martin, Colonial, Leaksville, N. C.; W. M. Broadwell, Jr., Sharon View, Drive-In, Abbeville, S. C.; Gloria, Ninety Six, S. C.; John Parker, Park, Taylorsville, N. C.; E. Y. Neil, Drive-In, Sylva, N. C.; J. C. Holland, Lyman, Lyman, S. C.; Fibber McGee, Drive-In, Winston-Salem, N. C.; Mrs. J. F. Dobson, Barnwell, Blackwell, Blackville, and Williamston, S. C.; Dennis Ramsey, Rosehill, Rosehill, N. C.; Floyd Cox, Cho-Co Drive-In, Chocowinity, N. C., and Roy Helms, Paramount, La Grange, N. C.

Memphis

Elliot Johnson, manager, Malco, put out a specialized form of promotion material to announce "Valentino." With the

cooperation of Western Union, he distributed several thousand imprinted blotters to secretaries in shorthand.

The opening of the Frayser Drive-In on Highway 51 North, was delayed. The 550-car openairer was set to run on April 5, according to Oney and Amelia Ellis, owners. Bad weather prevented final touches and the postponement was necessary to complete all details. Miss Ellis and her brother also own a theatre at Mason, Tenn., about 30 miles east of the drive-in.

Norman J. Colquhoun, former RKO salesman and Republic branch manager, was appointed to succeed Herman Chrisman, as branch manager, Columbia. He comes from Dallas, where he has been associated with ELC.

COLUMBIA—Miss Barbara Fracchia is new in the cashier's department.

20TH-FOX—The Family Club held an April Fool's party at the exchange. . . Gordon Hutchins, Corning, Ark.; Jimmy Sharon, Walnut Ridge, Ark.; Lyle Richmond, Senath, Mo.; John Staples, Piggott, Ark.; Hobert Goff, Parsons, Tenn.; Roy Dillard, Wardell, Mo., and J. K. (senior and junior) Jamison, Bald Knob, Ark., were visiting.

REALART—Mr. and Mrs. Jerry Jernigan are back from a meeting in New York. . . Visiting were: C. W. Tipton, Monette and Manila, Ark., E. C. Fleeman, Manila, Ark., and Jimmy Singleton, Marked Tree, Ark.

U-I—Terry Mitchell joined the force as booker. He was formerly with Republic. . . Mrs. Margaret Houston is new in the contract department.

The Independent Allied Theatre Owners of the Mid-South scheduled a director's meeting at the King Cotton Hotel.

New Orleans

Judge Frank J. Stitch, Civil District, lifted the temporary restraining order closing the Pitt, and set for hearing a plea by the city for an injunction by the city against operations of the theatre. The Pitt was closed under the temporary order on the grounds that it had been constructed in violation of zoning regulations. T. A. Pittman, owner of the theatre, said that in addition to its use as a theatre, the building is used as a community center, and that it has been used and is at the disposal of various



An air force contingent at Loew's Grand, Atlanta, added color to recent opening of U-I's "Air Cadet," and drew crowds.

church activities, especially Sunday services, to congregations without an edifice. Judge Stich commented that if he were going to permit use of the building as a church, he certainly should permit its use as a theatre.

A. L. Royal and W. P. McCowan will soon open their new Royal, West Point, Miss. It will have a seating capacity of 700. Royal's flair for showmanship, his ability as an administrator, his institutional promotions and creative campaigns have placed him at the helm of a circuit of 11 theatres, either exclusively or partly owned, and with affiliation in six others, all in Mississippi, in less than a quarter of a century. His recent community promotion idea, a style show, was sponsored by the J. C. Penny Company, in addition to the screen entertainment at the Royal Music Hall, Jackson, Miss. The store used approximately 10 pages in the local newspaper to promote the show.

T. E. Williams, Clarksdale, Miss., and A. L. Royal, Meridian, Miss., secretary-treasurer, in speaking of the Mississippi Theatre Owners Convention on June 24-25-26 at the Buena Vista Hotel, Biloxi, Miss., say that it will climax both in attendance and interest the conventions of all preceding years. District meetings in Batesville, Newton, Jackson, Aberdeen, Granada, Leland, Brookhaven, and Hattiesburg were for the purpose of flagging conventional spirit. Vice-presidents Dwight F. Blissard, Okalona; J. S. Mayfield, Collins, and B. V. Sheffield, Poplarville, and directors Earl Elkin, Aberdeen; T. E. Shaw, Fulton; J. E. Cahill, Senatobia; Leon Bountree, Holly Springs; B. Jackson, Ruleville; J. C. Noble, Leland; L. B. Bays, Grenada; Charles Eudy, Ackerman; George L. French, Mendenhall; Cleo Boutwell, Enterprise; Bob Sigler, Hattiesburg; W. L. Mosely, Picavune; Jack Ashford, Clinton, and Ad Orkin, Jackson, are all pitching in.

E. L. Landaiche was in. Since selling out Realart, he spends most of his time in Biloxi, Miss., in the interest of his Bayview Beach Drive-In, and drug store business. . . . Bernadette LaBache is now on MGM's payroll as booker's stenographer. Prior to that, she was with Eagle Lion Classics.

The Colosseum held a meeting. Present were Messrs. Tom Watson and Bob Desommes. RKO, Thomas and Masterv, MGM; Thompson and Dunn. U-I; Thomas and Blustone. Republic; Rickerts and Winnbern. Columbia; Boykin. Warners, and Malhio, Eagle Lion Classics.

A real eye catcher was the new front of Exhibitors Poster Exchange gleaming with colorful trade name, slogans, and display signs. Bill Cobb, president, said, "It was a gift from the Easter bunny."

Exhibitors visiting were bosom pals O Gaudé, Port Allen, La., and Ernest Delahaye, Maringouin, La.

Foster Hotard, Paramount office manager, packed up to return to the Army Air Corps. Others who joined the force were head shipping clerk Calvin Johnson's sons, Calvin, Jr., and Alfred, and Frank Musso, assistant cashier.



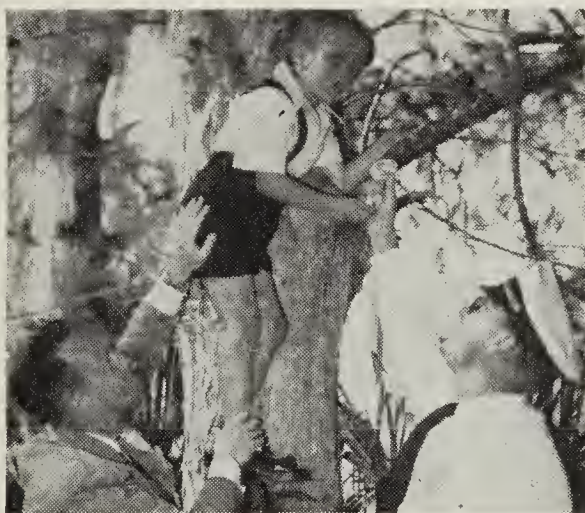
Paul Graetz, producer of "God Needs Men," AFE release which recently opened at the Paris, New York City, is shown in Zurich, Switzerland, as he received from Father Charles Reinert the award of the Catholic International Film Office for the motion picture which "has contributed most to the moral and spiritual elevation of humanity during 1950."

Ed Jenner, Laurel, Miss., Woolner brothers Drive-In Movies and Airline Drive-In, and Mortimer and Shiel, Skyvu Drive-In, were seen around.

Micky Versen turned over the buying and booking of films for his C-Wall, Morgan City, La., to Russell Callen, Associated Theatres. . . . Jack Pope, Rayville, La., district representative, Joy Theatres, Inc., was a home office caller.

Max Connet was in from Newton, Miss., for a confab with his manager, Sammy Wright, Max Connett Booking Service. . . . Merchandising and calling on buying and booking representative J. G. Broggi were J. Hargroder, Beverly Drive-In, Hattiesburg, Miss., and Chapman Davis and James Thomas, Cave, Delhi, La.

Robert Molzon, Norco, La., F. G. Pratt, Jr., Vacherie, La., and Harold Dacey, Raceland and Dockport, La., were in on their weekly excursion. . . . George Chadwick, making the rounds, said that he sold his Fox, Carthage, Miss., to Max Connett and Stanford Mayfield, and that he contemplates the construction of a drive-in.



Franklin Maury, managing director, Wometco's Miracle, is seen with his son, Vincent, and Police Captain Brasher during the recent third annual Easter egg hunt conducted at Coral Gables, Fla. Hard boiled and colored eggs numbering 1,000 were hidden at the local Youth Center and on a vacant lot with some marked as good for admission to the theatre at a kiddie matinee, and others good for prizes promoted from Mutual of Omaha Insurance Company.

J. E. Adams, coowner, Starlite, Laurel, Miss., accompanied by I. J. Hutchinson, his general utility man, visited. Adams is also interested in a drive-in at Lennett, Ala., with T. W. Petrey.

John Harvey sold his Gay Rancher Drive-In, near DeRidder, La., to "Toto" Guidry and J. H. Duplesis. They renamed it the El Rancho. . . . Honore Tate's Roxy, Lawtell, La., reopened. The reconstruction was rushed after part destruction by fire.

Robert A. Kelly, Jr., stationed at Fort Sam Houston, San Antonio, Tex., spent the holidays with his parents. Robert, Sr., is manager, Dixie Films. . . . Stanley Taylor, Crosby, Gloster, and Liberty, Miss., made the rounds. . . . M. Paul, Kay representative, called on exhibitors in Florida.

Visiting were B. V. Sheffield, Sheff, Poplarville, Miss.; Frank Smith, Grand, Grand Island, La.; Mayor Lew Langlois, Alamo, New Roads, La.; Don Maynard, manager, Don Circuit, Shreport, La., and George Harris, Skyview Drive-In, Jackson, Miss.

J. G. Broggi moved to larger quarters. He now occupies the entire space on the second floor at 218 South Liberty Street, formerly occupied by Realart. . . . Joy Childress is the new steno at Dixie, and Leo Bowen is the new shipping clerk.

Mrs. William Kelly, wife of the head shipping clerk at Republic, was operated on recently.

Mississippi theatre owners who kept the bookers busy were A. L. Royal, Meridian, and E. W. Clinton, Monticello. Royal owns 11 theatres, and buys and books for six. Clinton is owner, Mono, Monticello, Echo, Sumerall, and Como, Georgetown.

New members of Allied Theatre Owners of the Gulf States are: Buford Strange, Victory and Mansfield, Mansfield, La., and Bernard Woolner and Larry Woolner, Woolner, Drive-In.

Adult admissions were increased by two downtown Baton Rouge, La., theatres and one drive-in. At the Hart and Paramount, the increase was from 56 to 60 cents, while at the Florida Street Drive-In, the increase was from 39 to 45 cents. Children's admissions remained at 14 cents. Children under 12 are admitted free at the drive-in.

Officials of Allied Gulf States asked members to sign the COMPO pledge cards, and mail them pronto. . . . Henry Brunis, Film Rowite of yesteryear, now represents a Chicago shirt manufacturer in Louisiana.

Visiting were: A. Thibodeaux, Leon, Leonville, La.; Honore Tate, Roxy, Lawtell, La.; George Stout, Bee, Krotz Springs, La.; J. Hector Naquin, Carmen, Breau Bridge, and Cecilian, Cecilia, La.; Clint Vucovich, Belmont, Penn, and Skychief, Pensacola, Fla.; Ann Molzon, Labadieville, La.; E. R. Dorhauer, Arrow, Jefferson Parish, La., and his boss, Bill Castay; Phillip Salles and sons, Warren and Jack, Majestic, Star, and Park Drive-In, Covington, La.; R. E.

Carolla, Arcade, Slidell, and Ed Delaney, Pike, Magnolia, Miss.

Frances Hain, J. Stevens, and Arthur Villiere, after spending the weekend at their desks at Stevens, set out for a trek.

Mrs. William Kelly was operated on recently.

All new RCA equipment was installed in Dr. Jack O. Tate's Regal, Gulfport, Miss. Raymond Gremillion, Southeastern Theatre Equipment, was on the job.

Greeting friends on Film Row, Jo Ann Silvers was teeming with the usual "vim, vigor and vitality" under the watchful eye of mamma. Pappa is Joe Silvers, head shipping clerk, 20th-Fox.

George Pabst, manager, Eagle Lion Classics, returned from Memphis.

First place winner in the essay writing contest on mother-in-laws was Mrs. Estelle Kalshoven. This was sponsored by the Saenger and The New Orleans States in connection with "The Mating Season." Holland Smith, manager, Saenger, and Alan Bartlett, States advertising staff and editor of the contest, presented the prizes in the lobby.

New manager at the Tiger is Arthur Webb, an alert young man but old in the business. His first experience was back in 1928 with the John H. Kunsky Theatres, followed by Paramount Publix and Community Theatres, all of Detroit. In addition to managing theatres, he did considerable outside promotion work, including newspaper advertising and some publicity.

Dr. Jack O. Tate assumed ownership of the old Ritz, Gulfport, Miss., for Negroes only. He reopened it as the Regal. Russell Callen, Associated, will buy and book.

Film Row was minus the general crowd of weekend visitors due to the territorial deluges of two preceding days which soaked Louisiana and northern Mississippi. Wind-driven cloudbursts poured nearly 10 inches of rain in less than 48 hours, causing death, property damage, flooded rivers, and basins, and snarled transportation which left many cities and towns with dark theatres. With but a few exceptions, theatres throughout the entire territory felt the brunt of the storm. Attendance dropped to an all-time low.

Florida Miami

The third annual Easter egg hunt of Wometco's Miracle proved a big success. In a tieup with The Mutual of Omaha Insurance Company, sponsoring a "Community Health Plan" campaign, all of the prizes were promoted. At six a.m. on Easter Saturday, Mel Haber, Ray Toemmes, Carroll Klements, George Otto, and Franklin Maury, managing director of the theatre, were on hand to hide the 1,000 colored eggs, which had been boiled and colored gratis by a co-operating cafeteria. Fifty of the eggs were stamped "Miracle," and were good for free admission. The hiding places for the eggs were the Coral Gables Youth Center, one block from the theatre, and a



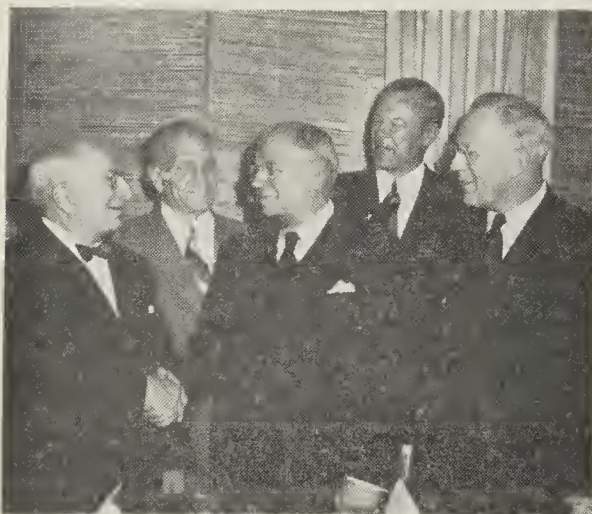
Dean Martin and Jerry Lewis, stars of Paramount's "At War With The Army," vent their enthusiasm on hapless George Jessel following a recent testimonial dinner on the coast honoring the comedians, and enrolling them as members of the Friars, famed theatrical organization. Enjoying the horseplay are producer Hal Wallis, left, and Joseph Hazen, right, president, Hal Wallis Productions.

vacant lot. The entire area was blocked off by the police department so none of the children would be hurt, and an outdoor public address system was borrowed from Paul Baron, manager, State, to direct the kids' scramble after the eggs. The stunt won a lot of good will.

George Hoover, division manager, Florida State Theatres, lower east coast division, and also Variety Club Chief Barker, reported that the club's pet project, Variety Children's Hospital, gave charity services valued at \$91,150 in 1950. Hoover also advised that the operational budget for 1951 would be \$60,000, a reduction of over \$15,000 from the 1950 expenses. . . . The Plaza, Miami Beach, Fla., shuttered for its annual summer hibernation.

St. Augustine

City officials closed historic Fort San Marcos, number one St. Augustine tourist attraction, as Warners' "Distant Drums," starring Gary Cooper, got under way at the famous citadel. The cast and crew of 73 will shoot here before moving on to Silver Springs and Naples, Fla.



Y. Frank Freeman, center, Paramount vice-president in charge of studio operations, recently was honored on the coast by outstanding figures in California's civic, political, and industrial life as he embarked on his 10th year as head, Association of Motion Picture Producers. Congratulating him here are, in usual left to right order, Louis B. Mayer, Lieutenant Governor Goodwin Knight, Williard Keith, and Governor Earl Warren.

Georgia Glennville

As the result of an election, Sunday movies will be continued.

Gulfport

Elwood Bertrand, manager, Legion, was arrested charged with the embezzlement of \$1,119 of the theatre's funds.

Waycross

Governor Herman Talmadge has accepted an invitation to be a guest of honor at the world premiere of "Queen for a Day" at the Lyric on April 14, it was announced by John Harrison, manager, Lyric.

Also participating in the celebration will be the mayor and all local and county officials, as well as State Senator Jack Williams, publisher, The Waycross Journal-Herald, and owner of WAYX.

Mississippi Brookhaven

Representatives of 39 Mississippi theatres attended a meeting of the Mississippi Theatre Owners Association at the Dixie. A preview of 20th-Fox's "We're In The Navy Now" was held.

North Carolina Winston-Salem

A joint committee representing churches and outdoor theatres endorsed a bill before the legislature which will ban the showing of all commercial movies in Forsyth County during church hours. The bill was endorsed unanimously by the group, and brings rural and suburban drive-ins under the same regulations as Winston-Salem theatres, which are restricted by city ordinance to the showing of Sunday movies between the hours of 12:30 to 6 p.m., and from 9 p.m., to midnight. Heading the theatre interests attending the joint meeting was Dan K. L. Drummond, part owner, Flamingo Drive-In. He and other drive-in operators had contended previously that limiting drive-in operations on Sunday to after 9 p.m., would hurt "family trade" because few parents would keep their children up that late, and "would mean we wouldn't get enough trade to pay expenses." He and other operators had expressed a willingness to stop showing Sunday movies entirely if the city theatres would join in the agreement, pointing out that city theatres are able to have afternoon programs but that the drive-ins had to wait for darkness. The operators had stated that they would voluntarily observe the hours requested, but the church interests pressed for a law "with teeth in it" in case of violations, and then the group endorsed the bill before the Legislature.

Tennessee Nashville

Crescent Amusement Company received a National Production Authority permit for the rebuilding of the Princess, Columbia, Tenn., destroyed by fire several months ago. . . . The Princess, new Crescent first-run, opened. Manager is R. L. Parham.

NEWS OF THE

Territory

Chicago

A bandit pair, one with a pistol, threatened George Wertical, 35, owner, Midwest, and Mrs. Eilene Vasil, at the boxoffice. The robbers fled after \$60 was handed them. . . . The Virginia, Urbana, Ill., was given a permit to build a new lobby concession stand. . . . George Kidd, turned from high school history teaching and athletic coaching to become owner, Rialto, Pekin, Ill. . . . Nate Slott and associates bought the Commodore and the building housing the theatre. Nate Gumbiner is off for relaxation in California.

Seven hundred patrons at the Douglas were unaware of a fire which scorched the walls and ceiling of the lobby. . . . Leon Jardosky, Paris, Ill., is gradually recovering from a leg fracture. . . . Harry Schochet, Lippert auditor, returned after several weeks in Indianapolis. . . . Ilya Lopert, Ziegfeld, came in for a business visit with manager Art Steagall.

John Wendell, manager, Lincoln, Decatur, Ill., removed the marquee after substituting sign boards on both sides of the entrance. . . . Edwin Silverman, Essaness president, left for a Palm Springs, Cal., vacation. . . . Jack Kirsch and Basil Charuhas made contributions to La Rabida Sanitarium, a Variety Club charity, in memory of Pierre Chrissis, son of D. J. Chrissis, who gave his life in Korea. . . . A revue was sponsored by a dancing school at the Lee, Augusta, Ill., owned by Emmett Huston.

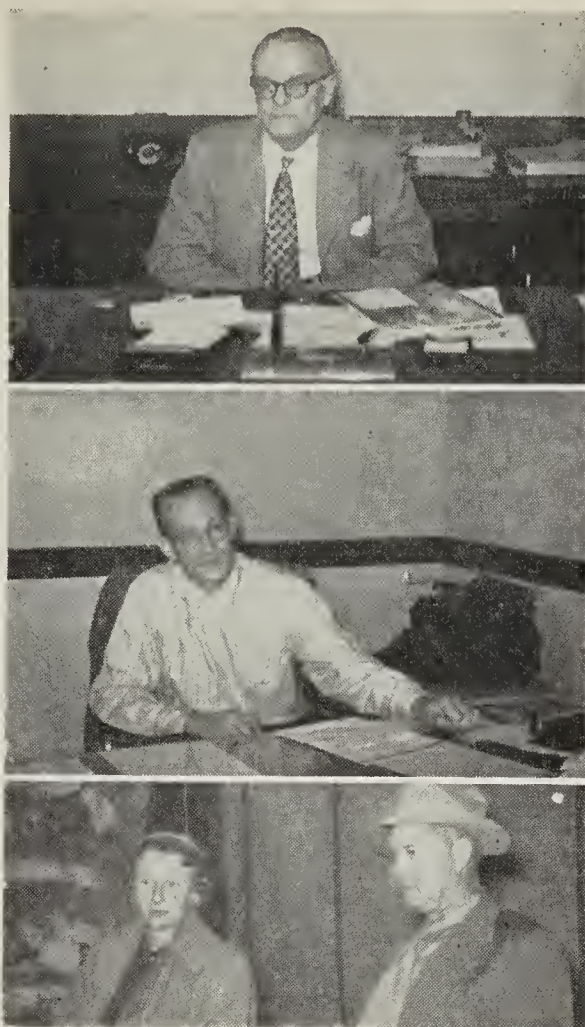
Jack Kirsch, Allied Theatres president, is currently heading the Red Cross drive. . . . The Hinsdale, Hinsdale, Ill., again was used by the Junior Infant Welfare society for its annual cooking school.

The Variety Club made donations to its charity, La Rabida Sanitarium, in memory of Bernard Goldberg, father of E. I. Goldberg, Paramount sales department, and Henry Stickelmaier, Publix Great States Theatres.

John Balaban's office received word that he was up and around after his emergency operation. . . . The Alliance Francaise has taken over the Ziegfeld for April 16, when "Tales of Hoffman" opens. . . . J. V. Walker, for a couple of years on the Grand staff, Du Quoin, Ill., was made manager, Plaza, Mount Vernon, Ill.

William K. Hollander, B and K press director, vacationing on the coast, was feted by several of his proteges at the home of David Lipton, U-I vice-president.

Daniel Kirsch, son of Jack Kirsch, Allied Theatres of Illinois president, and Dolores Hillman, of the banking family,



Lew Herb, EXHIBITOR traveling correspondent, snapped the above photos some time ago while visiting Dallas. Shown, top to bottom, are Herman R. Beiersdorf, Lippert branch manager; Torrence Hudgins, Interstate official, and Mr. and Mrs. Ralph W. Donnell, Texas, St. Joe, Tex., seen in the NSS office.

were wed. . . . The Holiday, Forest Park, Ill., tried to stimulate attendance by admitting children under 12 free. . . . Irving Beck bought the Moon, Wilber, Neb., from Mrs. William Troxell.

Quincy Theatres, Inc., operating jointly with Publix Great States at Quincy, Ill., elected at an annual meeting David Wallerstein, president; Jack Hoeffler, vice-president, and Elmer Upton, secretary-treasurer. . . . James Thompson,

Nortown manager, escaped severe weather with a Florida sojourn. . . . Boshoven Theatres acquired the Century, Coopersville, Mich.

Dallas

When the Wallace Theatre Circuit held its first regular 1951 managers session in Tahoka, Tex., the meeting was very successful. Royce E. Blankenship, general manager, presided. In the morning the group with their wives and selected guests screened, "I'd Climb The Highest Mountain." The regular business session was attended by the managers only. Three new committees were formed by Royce Blankenship for advertising, for maintenance, and for public relations. These committees will meet at least once a quarter between the regular managers meetings, and will discuss circuit business and find ways and means for improving theatre management. Appointed to the advertising committee were: A. J. Burleson, Jeff Hardin, Sr., and T. J. Simpson; maintenance committee: E. W. Baudine, Chuck Newton, and L. P. Flood, and public relations committee: Dorsey Oliphant, A. D. Brown, and G. B. Harvey. Host and hostess to the group were Mr. and Mrs. L. P. Flood. Flood is city manager for Tahoka.

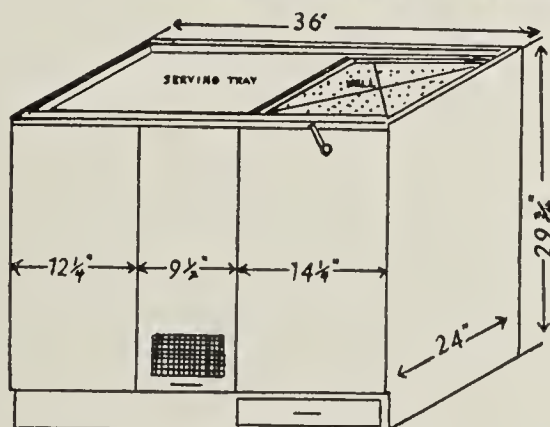
Frels Theatres, Inc., opened the Rice Drive-In, El Campo, Tex. A modern snack bar has been installed at the spot, which has a 310-car capacity. T. A. Wilkinson is managing.

Denver

H. W. Reisinger, recently treasurer, Victory, Dayton, O., has been named city manager, Wolfberg Theatres, which includes the first-run Broadway and four drive-ins, with the first-run being added on a long-time lease next year. His appointment by John Wolfberg, company president, makes a new position of overall supervision. Reisinger's wife and

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HUNT POPCORN CO.

1908 SO. VERMONT AVENUE
LOS ANGELES, CALIFORNIA

children, Betty Ann, 7, and David, 9, will join him in June.

A Daylight Saving Time measure, introduced in City Council, will meet with stiff opposition. . . . William Cahill, Los Angeles, has been added at U-I as a salesman, taking the vacancy created when Steve Ward resigned. . . . Dick Stafford, office manager and booker, ELC, resigned to go to Montana to sell for Warners. . . . Jack McHillenney, a newcomer to the business, has been hired as a Republic salesman.

Seen on Film Row were: Mary Lind, Rifle, Colo.; Dorrance Schmidt, Bridgeport, Neb.; L. F. Flower, Bayard, Neb.; John Roberts, Fort Morgan, Colo.; Bernard Newman, Walsh, Colo., and Floyd Biggers, Scottsbluff, Neb.

Des Moines

Clyde Nelson reopened the Nation, Lost Nation, Ia., and plans to operate weekends. . . . G. V. Fleming closed the New Royal, Dunlap, Ia. . . . Fred Meyer, Clarion, Ia., has been named manager, Humota, Humboldt, Ia., succeeding Alva Hopper, recalled into military service. . . . Walter Stolfus resigned as manager, Ritz, Oelwein, Ia., and Dick Felix, manager, Grand, Oelwein, will take over temporary management of both houses operated by Central States Theatre Corporation.

Ernie Pannos, Iowa City, Ia., has purchased the Uptown, Davenport, Ia., from Julius Geertz. Pannos has been operating the Coronet, Davenport, showing-foreign-made films. He plans to transfer this type of show to the Uptown and rename the Coronet. The present Coronet house with a new name, will be operated for films designed for children. The Uptown has nearly double the seating capacity of the Coronet.

The Cumberland, Cumberland, Ia., will be remodeled with a new floor, "candy room," and candy booth. A contest will be conducted to rename the house. . . . The marquee at the State, Lake Park, Ia., fell to the sidewalk but no one was seriously injured.

Kansas City

Holy Week services were held at the Avenue under sponsorship of the Kansas City Ministerial Alliance. . . . In Olathe, Kans., the Andrews was purchased by J. Ward Spielman, owner, Gem, Baldwin, Kans., and Mr. and Mrs. Ed. Henrich, Long Beach, Cal. Mrs. S. C. Andrews is the seller. The theatre will be reopened as the Towne.

John F. Truitt, 68, manager, Electric, Kansas City, Kansas, died. An industry veteran, he had managed the Electric since 1935. Surviving are his wife, a daughter, a stepson, and a brother.

The RCA Service Company announced the signing of a renegotiated contract with Hubbard and Murphy Theatres, Inc., Raton, N. M., which groups eight houses under a single, overall RCA service and parts plan. Thomas Murphy,

secretary, Hubbard and Murphy, Inc., handled the renegotiation and C. W. Wolfe, Kansas City district office, represented RCA.

Los Angeles

E. R. Zorgniotti, Lux, was in. . . . Cecil Jordan long-time capable receptionist at U-I, reports that the flu bug reduced the staff to skeleton proportions. Georgina Singer, bookkeeper-secretary, Berman Brothers, was back from a jaunt to Las Vegas, Neb. . . . The Roberto Kronenbergs, Manhattan, are expecting a tiny but important addition to their executive staff in late summer. Virginia Kronenberg is showing her new convertible to her neighbors, the proud expectant father's gift to his happy frau. . . . Sidney Linden, general manager, Herbert Rosener office, was giving out with a few fine musical notes, inspired by his booking of "Rigoletto" and "Il Trovatore" for the Esquire. . . . Lucille O'Brien, secretary, 20th-Fox, is an enthusiastic weekend gardener. . . . FWC was to close two of its houses, the Tower, Pasadena, Cal., and the Guild, Hollywood. . . . Robert Berkum, Ken, San Diego, Cal., art house, was in proudly escorting his pretty daughter. . . . Dan Sonney, Sonney Enterprises, was taking advantage of the sunny weather taking pictures with his new camera, using his Cadillac with his secretary perched atop one fender, and being continually heckled by Louis Kude, Theatre Posters Service.

Morrie Sudmin, 20th-Fox office manager was temporarily without the capable assistance of his secretary, who took a leave of absence to have her second baby. . . . Carl Burroughs, Warner's booker, was at Vet Hospital, Sawtelle, Cal., following a heart attack. He was a prisoner of war in World War II.

Milwaukee

Gust Jahnke's Royal opened for business on Easter Sunday. It was formerly Fox-Wisconsin Amusement's World theatre. Jahnke took over the lease, and purchased the building. He is remodeling from sidewalk to screen, and hopes to complete in about a month.

The General Charles King Legion Post and auxiliary entertained 500 orphans from the County Children's home and Catholic, Protestant, and Jewish orphanages, at the Century.

The Florentine Opera Company, which has been giving programs under the sponsorship of the public school board's recreation department, decided to branch out as a private venture, at least, temporarily. The step taken was to rent the Pabst to present "La Traviata."

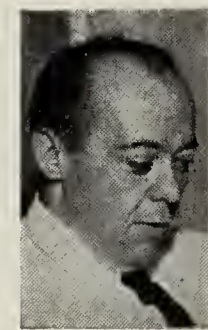
U-I's Jerry McDonald left for an advertising job with The Milwaukee Journal. . . . Another move places Beverly Krasno in the U-I steno slot.

The feud between the public library and museum has been brought to an end, with the museum given the nod to handle all film rentals. The movies are loaned

Lew Herb Reports More L. A. Doings

(As he continues to comment on the Los Angeles scene, EXHIBITOR representative LEW HERB highlights trade activities.—Ed.)

Other services and supply houses along Film Row include Altec. The organization is headed by Stan Pariseau, division manager, aided by Bob Quinn, credit manager.



LEW HERB

Several popcorn suppliers cater to many southern California theatres but only two of these are actually on Film Row. Hunt Popcorn Company, operated by Vic Hunt and his son-in-law, Wally Street, supplies the usual popcorn and supplies, and, in addition, manufacture and sell the Hollywood Servemaster, a popcorn warmer, which has found much favour with exhibitors. This machine is available in several different models, adaptable to most any lobby space.

The Manley Company also maintains an office, headed by W. Herb Turpie, western division manager, supervising sales in the 11 western states. Prior to five years ago, Turpie operated a Screen Ad Company in Dallas, which he sold to Alexander Film Company.

Several trucking companies serve the exhibitors. The largest are the Film Transport Company and the Gilboy Company. Film Transport was founded by Ben Goldberg in 1919, and operates 10 trucks serving exhibitors on the run to San Diego, as well as Phoenix, Ariz., and the Imperial Valley. Goldberg's son, Earl, joined the business in 1933, and the firm carries candy, popcorn and other supplies to theatres as well as film.

The Gilboy Company, established in 1943, is managed by E. D. Hunter, who is also a partner. It operates seven trucks on local deliveries, in addition to one which makes a daily run to San Francisco. In 1945 it also began handling film inspection and storage for some of the smaller distribution companies, and now handles United Artists, Eagle Lion Classics, and the independents. In the interests of better service the Gilboy Company operates two shifts, and, in order to handle quick bookings, gives morning deliveries in the Los Angeles area. Several other one-truck lines also make deliveries.

free to city users, but suburb units must pay.

When Arnold Brumm, Ritz, recently presented a special Soap Box Derby film as a part of its special series of Saturday afternoon matinees for school children, sponsored by the PTA, a Soap Box Derby display greeted the youthful fans as they left the theatre.

Russ Leddy, Orpheum, Green Bay, Wis., presented lady patrons with an orchid in conjunction with "The Mating Season."

Minneapolis

Columbia Midwest district manager Ben Marcus was in, and participated in the cocktail party at the Variety Club for Anthony Dexter and Patricia Medina, making p.a.'s for "Valentino." Dexter later developed a virus infection in his throat. . . . Al Putz, MGM salesman, was recovering from a heart ailment. . . . Grace Butler is the new MGM bookers' clerk. . . . Marilyn Mengelkoch, Columbia stenographer-contract clerk, was vacationing at home.

LeRoy Miller, branch manager, U-I was in Omaha with his wife when she underwent a serious operation. . . . Chick Evans, 20th-Fox exploiter, was in working with the Minnesota Amusement Company publicity staff for "Bird of Paradise," Lyric.

In a resolution passed at a meeting of Minneapolis independent exhibitors called by North Central Allied, distributors were charged with "tampering" with clearance, and were asked to stop the practice, and to clear any charges with an Allied committee. Heading the clearance committee is Henry Greene, chairman. Other members are Charles Rubenstein and Martin Lebedoff.

Kenneth J. Eitheim, former salesman, RKO Sioux Falls, S. D., branch, acquired the Rex, Woonsocket, S. D., from the estate of the late Amy Zimmer. . . . North Central Allied has given a hearty endorsement to "The MGM Story."

Oklahoma City

When the Theatre Owners of Oklahoma held its annual meeting in the Biltmore, a buffet supper was sponsored at the Variety Club. A buffet dinner and spring and Summer Style Revue featuring fashions from Payton-Marcus, were given for the men and women attending. Mrs. Morris Lowenstein was in charge of arrangements. Immediately following the style show, the Variety Club was host to a reception for Marc Wolf, Indianapolis, International Chief Barker. J. C. Hunter, chief bark-er, Variety Club, and Mrs. Hunter, were official hosts for the affair at the Black Hotel. Mr. and Mrs. J. Eldon Peek entertained with a reception for the convention delegates preceding the annual dinner dance. Rod Cameron was a visitor at the convention. He replaced Debbie Reynolds, MGM star, who became ill.

Mrs. Mary A. Bond, wife of Green Bond, chief accountant, Video Theatres, died of a heart ailment. . . . Vernon Watkins, booker, K. Lee Williams Circuit, Dallas, was in attending the convention and booking.

State visitors in were: R. V. McGinnis, Cozy, Tulsa; Bernard J. McKenna, Royal, Tulsa; Les Nordean, Rex and Tiger, Konowa; J. C. Lumpkin, Rex, Sentinel, and Eugene Martin, Franroy, Snyder.

Phoenix

A brother of Harry Nace died. . . . Actors George Murphy and Brian Aherne will check in to attend a benefit to be staged on May 3 under sponsorship of the Phoenix Symphony Guild.

Producer Robert Stillman asked for a hearing before the Arizona Insurance Commission in a case involving "The Sound of Fury," filmed in Phoenix last summer. . . . Gene Salyer was appointed manager, Lyric, Tucson, Ariz., replacing Ted Carey, resigned. Salyer has been connected with Fox West Coast since 1946, and has managed houses in Phoenix and Globe, Ariz.

A resolution was adopted by the Arizona Tax Commission to levy a one per cent tax on all prepared foods and drinks sold in theatres and a two per cent tax on confections such as popcorn, candy, and nuts.

Harry Nace, Jr., purchased the stock of Garfield Anderson in three Arizona drive-ins, the Indian, Pioneer, and Drive-In. The transaction involved a reported \$200,000 for the open-airers. Nace will operate the drive-ins with his father.

Gene Autry is working out plans to set up a television network that will cover every important community in Arizona.

Portland

Salem, Oregon's capital city, is now rated as a good show town due in part to aggressive and experienced showmen in various theatres, including L. H. Henderson, Forman Theatres; Frank Schultz, Wally Cowen, general manager, Jones' Enterprises; Howard Downell, Capital, and manager Bill Cochran, Elsinore.

Mrs. J. J. Parker, Parker Theatres, spent a week with son John J. Parker, III, now a television film producer, in Los Angeles. . . . Harold Lake, Parker Theatres, furnished the prize coat for Henry Fonda in "Mister Roberts," Mayfair. . . . Bob Anderson, city manager, Hamrick's Theatres, announced a remodeling job on the Music Box. . . . Herb Royster, Mayfair, was named Red Cross drive chairman, downtown theatres. . . . All triplets were admitted free at the Music Box during "Trio." . . . Mrs. Lillian E. Wilson, who operated the Irving, for 16 years, purchased the Battle Ground, Wash., house from Ed Heikkala. . . . John Harvey celebrated another an-

niversary successfully operating a trio of theatres at Nehalem, Rockaway, and Garibaldi, Ore. . . . P. D. Tuel purchased the Linn, Brownsville, Ore.

St. Louis

Variety Clubs International is the foremost charitable organization in the United States, Marc J. Wolf, International Chief Barker, told members of Tent 4, at a luncheon meeting. Wolf, president and general manager, Y and W Management Corporation, Indianapolis, is endeavoring to visit all of the tents during his term of office prior to the next international convention in Philadelphia.

The King Bee closed for several days for renovating. . . . Altec provided Tom Canavan, St. Louis territory representative, and Howard S. Robb, who also works out of the St. Louis office, with Ford automobiles. . . . George Foreman is handling "Prince of Peace" for Hallmark in the St. Louis and Kansas City territories. . . . Tent 4, Variety Club, hopes to send a large delegation to the annual convention of Variety Clubs International in Philadelphia on May 9.

Herb Washburn, manager, National Screen Service, in DePaul Hospital for a few days, was doing nicely since returning home. . . . Stanley Boryske is the new manager, Wildey, Edwardsville, Ill. He replaces Stewart Gavett, Belleville, Ill. Boryska had been assistant manager, Majestic, East St. Louis, Ill., another unit of Publix Great States Circuit.

The Quincy Drive-In, West Quincy, Mo., opened. . . . Harry Blount, Potosi, Mo., was in with some country bacon that he brought along for friends.

In Springfield, Ill., a new super drive-in and recreation center is to be erected on route 66 south of the city and west of St. Joseph's Home by the Keresotes Theatres, Springfield, Ill.

Albert H. Baum, Building Commissioner will be the guest speaker at a meeting of the Motion Picture Theatre Owners, to be held in the Paramount exchange screening room today (April 11).

In McLeansboro, Ill., the Capitol reopened under the new management of Dickinson Theatres, Inc., an affiliate of the Dickinson Operating Company, Mission, Kan. George W. Martin is the local manager.

Mrs. Regina Steinberg, owner, Madison, Ill., is considering the establishment of a Youth Cinema Club for her theatre in cooperation with the Better Films Council of Greater St. Louis and women's organizations of Madison.

Screen Brightness is Brightest and More Economical WITH

Lorraine carbons

Lorraine CARBONS, INC., BOONTON, N. J.

In Nauvoo, Ill., the annual Frigidaire cooking school sponsored by Horton's Standard Service was held in the Nauvoo.

In Mount Vernon, Ind., Charles E. Lawrence, has been named manager, Mount Vernon Drive-In. Tom Bloomer, Belleville, Ill., who recently purchased a stock interest in the drive-in, is doing the booking.

In Essex, Mo., the Greenlee reopened about three weeks ago by Mrs. Frances Ray, was forced to shut down temporarily when the projection machine broke down.

In East St. Louis, Ill., the East St. Louis Drive-In, near French Village reopened for its 10th season. It is operated by Publix Great States, which also operates the Majestic.

In West Frankfort, Ill., the free babysitter-service offered in connection with the special shows in the Fox Midwest State and Strand sponsored by various merchants has brought many additional shoppers into this city. The shows for the children in the two theatres are absolutely free. The parents can bring the kiddies to the show, and then forget about them until after the show is over.

Out-of-town exhibitors seen along Film Row included: Bill Williams, Union, Mo.; Frank X. Reller, Wentzville, Mo.; Howard Bates, Cape Drive-In, Cape Girardeau, Mo.; E. H. Wiecks, Staunton, Ill.; Forrest Pirtle, Jerseyville, Ill.; Tom Bloomer, Belleville, Ill.; John Rees, Wellsville, Mo.; Paul Schroeder, Lebanon, Ill.; Rani Padrucci, feature booker, and John Ciachetto, short subjects booker, Frisina Amusement Company, Springfield, Ill.; Paul Stehman, Winchester, Ill.; Joe Goldfarb, Alton, Ill., and M. J. Steinberg, East Alton, Ill.

Charles T. Lehning, manager, Gem and Lincoln, Cairo, Ill., recently addressed the Rotary Club on making motion pictures. He took his audience, step by step, through the intricacies of selecting a story or an idea for a film, and converting it into something that can be presented on the screen. At the close of his talk, Lehning was subjected to many questions that he capably answered. An industry veteran, Lehning started as program boy, and, later was stage hand at the Cairo, Ill., Opera House, when all the big shows played there. He had occupied his present post since 1935.

San Antonio

The Alameda instituted a vaudeville policy. . . . Rollie Moore, formerly on the staff of the State, has been named manager, Broadway, replacing C. H. Moss, recently recalled to active duty with the air force. . . . The Roxy Drive-In reinstated "Buck Nights." . . . Johnny Dennis, projectionist, Aztec, sustained a fractured leg.

Jose Garcia, Nacional, Asherton, Tex., was in. . . . Forrest Nine, former United Artists representative, is now in business in the Majestic building. . . . Mrs. Wineola P. Milentz, 85, mother of Arthur R. Milentz, Liberty, Tex., died.

The new Round Up Drive-In has been opened at Angleton, Tex., by the Long Theatre Circuit. It has a 400-car capacity.

Osage Drive-In Theatre, Inc., has been incorporated at Corpus Christi, Tex. Incorporators were Ione Miller, Lester Miller, and Chester W. Kyle. . . . Ed Lee, Morley, Borger, Tex., told police that an undetermined amount of money was stolen. . . . Fred Cannata, vice-president and general manager, Horwitz Homefolks Theatre, announced that a first-run policy has been instituted at the Texan, Houston, Tex.

The Rose Garden Drive-In was opened at Tyler, Tex., by Robert Rogers and Howard Arthur. It has a 500-car capacity. . . . The Queen, Holiday, Tex., has been sold to G. J. Ford by Pat Murphy. . . . The Dawn, Natalia, Tex., has been sold by M. A. Gallia to Lee Estep. . . . The Cole, Eagle Lake, Tex., has been renamed the Rice following a contest.

San Francisco

Anne Belfer, North Coast Theatres publicist, went all out in her effort to assist Charles Huy, special public relations man, for the captured Japanese film, "Suicide Attack." Owners John Florea and Lou Pollock were in to add momentum, and the film broke all records at the 1,000-seat Esquire. One of the stunts was a luncheon held for a group of 42, which included former prisoners of war now living in this area, among them, an admiral. Many radio and television interviews were arranged for Florea and Pollock as well as some of the former POW's. . . . Bill Blake, the Golden Gate's versatile bally-man, had Lex Barker in for personal appearances and press interview's for "Tarzan's Peril."

Frank Jenkins returned from a trip to New York. . . . Columbia moved the western division office from 25 Taylor Street to the headquarters of the branch office. L. E. Tillman, branch manager, now has charge of both divisions. . . . Rotus Harvey, PCCITO president, scheduled a trip to Los Angeles on organizational business. . . . Hannah Oppie is busy working out mechanics of the 1951 PCCITO convention. . . . Charles Crowley, Columbia salesman, was recuperating from major surgery at his home in Sacramento, Cal. . . . Sid Klein moved from Blumenfeld's Grand, North Sacramento, Cal., to city manager-manager, Uptown, Napa. . . . Graham Kislingbury, clubman-showman, has accepted an invitation to speak before the city's exclusive California Club. . . . Charles M. Pincus, former manager, Centre, Salt Lake City, replaced Clif Giessman, who resigned as East Bay district manager, Blumenfeld Theatres, Oakland. . . . Ron Degener, Winters, Cal., was in town booking. So was Joe Huff, from Stockton, Cal. . . . Thomas Gilboy, film carrier, put on his semi-yearly party at the Yacht Club for exchange bookers. . . . Alyce Lofasso, after being away from National Screen Service on sick leave, returned, and takes over the job of payroll-clerk made vacant when Marv Galt resigned. . . . Charles Oliphant, shipper,

NSS, who underwent knee surgery, returned to work. . . . Dean Malcolm, formerly employed by NSS, returned as a shipper. . . . Other new faces at National Screen Service are Daniel Vasion, Gilbert Wilson, Roger Seda, and Kent Brown, all new to the industry and all in the shipping department. . . . Hulda McGinn, California Theatres Association public relations expert, has been named to the volunteer auxiliary committee of the Youth Guidance Center. . . . Neal East was scheduled to be guest speaker at the Film Colony Club's dinner-meeting. . . . Iris McIntyre, broker-clerk, MGM, resigned to await motherhood, and has been replaced by Margaret Wille.

Mel Hulling announced the appointment of Ed Reed as Monogram salesman to replace Allan Heid, resigned.

Seattle

Bob Rosenberg, Washington state booker, Evergreen Theatres, is resigning from the organization to give his attention to his private business. He is being succeeded by El Keyes, booker, Midstatement Amusement Company, Eastern Washington, for seven years. He has been with the industry 22 years, starting in the accounting department of Balaban and Katz. Rosenberg will be succeeded at Midstate by Howard McGhee, Liberty, Toppenish, Wash., where he has been city manager for Midstate. . . . Midstate sold its Liberty, Dayton, Wash., to Lowell Spiess, who has been operating theatres in Oregon.

Walter Branson, western division manager, was in in the interest of the "Ned Depinet Drive." . . . J. A. Walsh, Paramount home office executive was here from New York for a conference with Henry Haustein, branch manager.

Beulah Higgins, MGM office staff, was accidentally overcome by gas in her apartment when water boiled over, and extinguished the flame on her stove. She was removed to a hospital. . . . Harry Wall was on The Row from Lewiston, Idaho, buying for Pulver Theatres, the Liberty, Roxy, Granada, the Auto-Vue Drive-In, near Lewiston, and the Pix, Clarkston.

Frank Pratt, city manager, Evergreen Theatres, Bellingham, Wash., resigned. He leased the Peoples, closed for more than a year, and reopened it as the Holly. Leroy Kastner, manager, Mt. Baker, succeeds Pratt as city manager. Bill Katzky, manager, Granada, Everett, Wash., has been shifted to Bellingham as manager, American, and Lyle Grant, assistant manager, Orpheum, Spokane, Wash., has been transferred to Everett to succeed Katzky.

Willard Coghlan, director of publicity, John Hamrick Theatres, left on a business trip to Los Angeles. . . . Exploitation representatives here from California included Max Burcutt, for Warners' "Lullaby of Broadway," and Ted Galanter, MGM, for "Father's Little Dividend." . . . Ed Resnick, 20th Century-Fox, left for his Eastern Washington territory. . . . Fred Mercv, Jr., was on The Row from Yakima, Wash.,

NEWS OF THE

Territory

BRANCHES

Cincinnati

"Lullaby of Broadway" opened at the Palace with considerable bally centered around Doris Day. . . . Milton Gurian, Lippert branch manager; Jay Goldberg, Realart branch manager, and William A. Meier, Paramount branch manager, were out on business. . . . Gordon Craddock, Samuel Goldwyn representative, conferred with ELC officials on the "Tide of Danger."

Ellamae Apple is the new office manager for Manley, Inc., replacing Roberta Bush, who resigned. The firm will exhibit at the Kentucky Educational Association convention in Lexington, Ky., this week.

Marvin White, Mid-States Theatres, Inc., was vacationing in Arizona, and Dotty Schuh, secretary to Jack Finberg, UA branch manager, also was vacationing. . . . Margaret Woodruff, Lippert office manager; Anna Gray, 20th-Fox inspectress, and Georgia Mattox, States Film Service inspectress, were on the sick list.

Shirley McMahon, a recent bride, was presented with furniture by the MGM Club. . . . Bob Cooper, RKO student booker, resigned to enter military service. . . . Sympathy was extended to Mildred Post, Republic booker, on the recent death of her brother, William. . . . Theatre Owners Corporation is now booking and buying for the Somerset Drive-In, Somerset, Ky.

Visitors included: C. E. Davie, New Lexington, O.; John Gregory, E. A. Babalas, and John Holakan, Dayton, O.; Moe Potasky, Troy, O.; Mason Clark, Jamestown, O.; Hank Davidson, Lynchburg, O.; Jack Needham, Columbus, O.; Bob Dinkle, Grayson, Ky.; W. C. Prater, Pine Knob, Ky.; Kenneth Williams, Paintsville, Ky.; Charles Scott, Vevay, Ind.; Harold Moore, Charleston, W. Va.; Fred Clemens, Beckley, W. Va., and Frank Mandors, Cabin Creek, W. Va.

Nat Galley, 56, head, Galley Circuit, died of a heart attack.

"Sante Fe" will open in some 300 theatres in the Kansas City and Cincinnati areas during the last week in April. The local Palace and Colonial, Dayton, O., open "Santa Fe" as the forerunners of some 100 bookings in the territory.

Cleveland

"Bingo" and all similar games have been discontinued in all Greater Cleveland theatres. Safety Director Al Sutton notified Ernest Schwartz, president, Cleveland Motion Picture Exhibitors Association, that in his opinion theatre "Bingo" does not differ from "Bingo" par-



Jack Kalmenson recently was promoted from Warners sales manager to branch manager of the exchange in Pittsburgh.

lor games, recently declared illegal. Theatre owners scheduled a meeting to discuss the situation.

E. C. Pearson, former United Artists exploiteer, is currently assigned by MGM to promote "Teresa," Loew's Valentine, Toledo, O. . . . J. Jossey, financial advisor to Hallmark President Kroger Babb, and Mrs. Jossey left to spend some time in Forsyth, Ga. . . . Paul Vogel, Vogel Building Company, Wellsville, O., reports that his company is erecting new concession buildings for Norbert Stern's Blue Dell and South Park Drive-Ins, Pittsburgh.

Robert Reich, manager, suburban Jewel, Associated Circuit houses, has been honored by two associations, the Businessmen's Association and Kiwanis. They both invited him to join.

Manager Fred Holzworth, Hilliard Square, proved that showmanship pays. He booked "All About Eve" and "Sunset Boulevard" on a double bill program for three days. Patrons were provided with printed ballots on which to mark their choice of best picture and best actress. People came from all parts of the city to participate in the voting. Result was 467 votes for "All About Eve" and 221 votes for "Sunset Boulevard."

"Cyrano de Bergerac" was building at the Lower Mall. A continuing promotional campaign is going on. Charles Barron, roadshow manager, kept up the pace by sending letters to the membership of the Cleveland Chamber of Commerce, issuing 50,000 cards to the schools, upon presentation of which the bearer is entitled to the special student admission price.



An air force band was on hand at Loew's, Dayton, O., for the opening of U-I's "Air Cadet," as an appropriate tie-in.

Henry Greenberger, Community Circuit, and Mrs. Greenberger returned from Miami Beach, Fla. . . . Sam Reichblum, who lives in Cleveland but owns theatres downstate and in Pennsylvania, and wife were back from Miami Beach, Fla. . . . P. E. Essick, Modern Theatres circuit, his son, Ray, and their families are in Delray, Fla.

Otto Price, Price Theatre Premiums, was here to introduce four new premium deals. Charlie Winett, sales representative, has samples on display in his film building office.

Robert Nero is leaving the trade after 23 years. Starting as shipper, for Pathe, he moved over to RKO after the RKO-Pathe merger, and in 1937 joined Nate Schultz' distributing organization. Except for five years spent fighting Japs, Nero has been with Schultz ever since. Now he is attending college.

Leo Gottlieb, Lippert branch manager, expected Syra Marty, "Miss Switzerland," in town to tell folks about "Fingerprints Dont' Lie."

Another celebrity in beating the drums was Nat Cvetic, author of The Saturday Evening Post story, "I Was a Communist for the FBI," which Warners made into a picture. Cvetic will be in Canton, O., Cleveland, and Youngstown, O.

Olen Martin, Jr., Lorain, O., is moving to Bucyrus, O., for the summer to be nearer the Tri City Drive-In, which he will manage. . . . Earl Starnier, new owner, Midway, Dresden, O., reopened it. Former owners were Messrs. Coines and Brown.

"Uncle Tom's Cabin" got unusual treatment when it opened day-and-date. . . . Ernest Schwartz, president, Cleveland Motion Picture Exhibitors Association, signed up four new members, thus bringing the membership to 76 theatres. New members are Paul Foster, King; Paul Bader, Memphis; Louis Argenvio, Maine, and Leonard Craft, Ambassador. . . . Manny Youngerman arrived to succeed Joel Golden as Eagle Lion Classics salesman.

Detroit

Arthur D. Black was named manager, Palace, Flint, Mich., by W. S. Butterfield Theatres, Inc. . . . Perennial Jesse James came to life again to promote "The Great Missouri Raid." Milton Hale, Paramount exploiteer, and Alice Gorham, United Detroit Theatres, found an old gentleman who claimed the raider is still alive. To support his claim, the old gentleman appeared in the lobby of the Palms with documents, Jesse James' strongbox, and a display of other mementoes.

United Artists and WJBK-TV station cooperated in a contest to promote "The Mating Season." A list of prizes, topped by a \$360 Hallicrafter console TV set, were offered for the best letter completing in 50 words or less the sentence, "I'm a good mother-in-law because. . . ." Dillon Krepps, United Artists manager, said interest ran high.

Louis Bujak, manager, Martha, Washington, for Martha Manteuffel, took a leave of absence. . . . Milton Hale, Paramount exploiteer, bought a new automobile so he can drive around visiting stars. J. J. Lee, manager, 20th-Fox, was back from a Florida vacation. . . . Eunice Nammberg is a new staff member at Allied Theatres.

The Lansing Drive-In, Lansing, Mich., opened. Free souvenirs were given on opening night.

The Michigan IATSE registered its approval of President E. Clyde Adler's management of the last two years by electing him to a new two-year term. Adler will be aided by vice-presidents Earl Ramsey, Jackson, and Earl Ross, Pontiac, and Harry Slout, Battle Creek, as secretary-treasurer. The Michigan IA is looking forward to its next quarterly meeting to be held in May and probably in Detroit. Highlight of that program is expected to be discussion of hospitalization for members.

If there is anyone in Adrian, Mich., who doesn't know that R. B. Tuttle is going to have a new drive-in this season, he must be deaf, dumb, and blind. Tuttle has been plugging his new Sky Drive-In with every medium possible. A 30-foot Wagner attraction panel with 17-inch letters is pulling plenty of attention. Radio listeners get in on his spots which have a telephone tie-in of the quiz type. If the person called knows the name of the current Sky Drive-In feature, he gets a pass. Window cards and newspaper advertising have been used on a big scale. Tuttle has a double-barrelled program to draw the kids. He has a tie-in with a safety show but the big feature is the bottle cap auction. The kids bid their bottle caps for passes to the show, and around Adrian a bottle cap these days is hard to find.

The first-run Downton, closed for several days, reopened. . . . J. Oliver Brooks, publicity and advertising director, Butterfield, is back from a vacation in Florida. . . . Harry N. Smith, Hollywood, is in California. . . . Arthur Weisberg, formerly with the Korman Circuit, formed the A and W Theatres Circuit. He is taking over the Senate and Crystal from Samuel Sevin and Benjamin Crandall.

Condolences are extended to Charles Dietz, MGM field press representative, on the passing of his wife.

The public returns to the movies for its main entertainment after about a year of television in the home, according to results of a survey conducted here by veteran exhibitor Earl J. Hudson's theatre staff. Hudson summarized his findings with the statement that home TV, after it has passed the novelty stage, is a competitor of theatres only in terms of quality entertainment offered, and not because of the convenience of the home set. The survey indicated that television owners show more discrimination in their choice of programs after about three months, which Hudson considers the novelty period, and begin attending theatres more regularly thereafter until, in

about a year, they return to their former theatre-going habits.

Indianapolis

Salesmen in Louisville, Ky., were compelled to do their own maid service because of a strike. . . . Charles Feldman, domestic sales manager; Maurice Bergman, U-I home office staff, and A. E. Daff, world-wide director, were in, and held a general sales meeting. After the meeting, a luncheon was held at the Keys. Guests were Trueman Rembusch, prexy, Allied Theatre Owners of Indiana, Inc., and Al Blocher, Y and W Management Corporation.

Evansville, Ind., joined in the "Doris Day's Day" celebration, with the Grand, Premiere Theatres Circuit, boosting "Lullaby of Broadway."

Ike Sollers, Lyric, Covington, Ind., left the Decatur, Ill., hospital. . . . Henry Harmenson, Brook, Brook, Ind., took over the Hebron, Hebron, Ind. . . . William Wallace, Veedersburg, Ind., and Cozy, Dugger, Ind., was looking after the Cozy, while his manager was sick. . . . National Theatre Supply erected a new marquee at the new Warren, Williamsport, Ind. . . . Clyde Smith, Dream, was recuperating after an operation in Methodist Hospital. Carl Kemp assumed the duties of Smith during his absence.

The following committees were named by the Colosseum for its annual dinner dance on June 2 in the Indianapolis Athletic Club: George Devine, chairman, entertainment; Gayle and Herman Black, tickets, and Herman Hallberg and James Smith, program.

Jack Griffis, son of James Griffis, Boswell, Boswell, Ind., spent the holidays with his parents. A student at Marmee Military Academy, in Illinois, he has been given a scholarship at the Virginia Military Academy when he graduates. . . . Harris Dudelson, district manager, Lippert, Detroit, was in.

Exhibitors seen on Film Row were: Harry VanNoy, Van Noy, Middletown, Ind.; W. T. Studebaker, Logan, Logansport, Ind.; Floyd Morrow, Drive-In, Shively, Ky.; K. Suhre, Lyons, Lyons, Ind.; Matt Scheidler, Hartford, Hartford City, Ind.; John Austin, Austin, Versailles, Ind., and Guy Hancock, Pre-witt, Plainfield, Ind.

Manager Gene Tunick, ELC, spent several days in Chicago. . . . Ellen Warren, mother of Frank Warren, salesman, U-I, died at St. Elizabeth's Hospital, Chicago. . . . Roger Wright and wife were in. . . . Dick Hand and George Banta, Melody Drive-In, Knox, Ind., were in buying and booking. . . . Two new company cars for U-I salesmen arrived. Moe Esserman and Frank Warren will do the driving.

Warner exchange has a new Hammerman booking booth. Each exhibitor does his booking in private. . . . Laddie Hancock, a former film salesman, opened a liquor shoppe at 3432 North Illinois Street.

Gordon Craddock, Jr., representing Samuel Goldwyn, arrived, making his

headquarters at RKO. . . . Lorraine Toney, manager's secretary, and Louise Munson, cashier, Columbia, were vacationing in Miami, Fla. . . . Wayne Goodwin, Butler, Butler, Ind., was reported recovering from an attack of virus pneumonia. . . . Bernard Brager, Republic manager, was a business visitor in Chicago.

Division manager Ray Moon, 20th-Fox, was in. . . . Sam Switow, Switow Circuit, held a meeting concerning the Will Rogers Memorial Fund. . . . National Theatre Supply reported the following installations: Peerless Magnarc lamps and Hertner transverter, to Angelo Chairenza, Grand, Cambridge City, Ind.; Walker plastic screen, Community, Carthage, Ind., and Strong Mighty 90 lamps and Hertner transverter, H. and P. Drive-In, Connersville, Ind.

Exhibitors on Film Row were: A. Moritz, Cincinnati; A. C. Kalafat, Tri-High Drive-In, Garrett, Ind.; K. Ball, Royal, Brownstone, Ind.; E. E. Smith, Devon, Francesville, Ind.; William T. Studebaker, Logan, Logansport, Ind.; Harry Van Noy, Van Noy, Middletown, Ind.; William Handley, Rembusch Circuit, Franklin, Ind., and Sam Switow, Switow Circuit, Louisville, Ky.

Maurice Brazee, former manager for Warner Theatres in Oklahoma City, became city manager for Greater Indianapolis Amusement Company as a result of changes coming from the purchase of Ted Gamble's interest by Denham Theatres, Denver. Dave Cockerill, president, Denham, was in to set policy with representatives of the Fourth Avenue Amusement Company, Louisville, Ky., which now shares ownership of the Indiana, Circle, Lyric, and Keith's with Denham. Kenneth T. Collins, retiring city manager, plans to enter a hospital for an operation.

Pittsburgh

Five distributors filed separate percentage suits here against Antonio R. Aquilina, Joseph T. Birocco, and Joseph A. Birocco. Actions were instituted by Warners, U-I, United Artists, Loew's, and Columbia in the U. S. District Court for Western Pennsylvania. The theatres involved are the Garby, Clarion, Pa., and the Emlen, Emlenton, Pa., while it was allegedly operated by the defendants until about January, 1947. Loew's is represented by Smith, Buchanan and Ingersoll, and the other distributors by Reed, Smith, Shaw and McClay, with Sargoy and Stein, New York, as counsel.

Clarence Brown, MGM producer-director, returned to the coast. He was here to visit Forbes Field in preparation for the filming of "The Angels and the Pirates."

Vincent Corso, buying and booking agent, added the Brighton, New Brighton, Pa., and the Tusca Drive-In, Beaver, Pa., to his accounts.

The Colosseum will hold its second annual dinner and dance on May 6 at the Roosevelt.

Allied Motion Picture Theatre Owners of Western Pennsylvania has purchased

six of the industry's public relations reels, "The Movies And You," originally shown in theatres. These reels are on 16mm., and are available gratis to all exhibitors who wish to show them to service clubs and schools, to build up interest in motion pictures. The titles of the single reels, 10 minutes each, are "Let's Go To The Movies," "The Art Director," "The Soundman," "This Theatre and You," "History Brought To Life," and "Screen Actors."

Fred Herrington, secretary, Allied of Western Pennsylvania, spent a week in Harrisburg, Pa., watching the legislature, and conferring on bills affecting the industry.

Donald Baecher has been named manager, Blatt brothers Drive-In at Lake Chatauqua, N. Y. John Bello has been transferred from the same circuit's Albion house to Mercer, Pa. Mrs. Rose Benn, former assistant manager at Albion, was promoted to manager.

Mrs. Harry Fleishman, Brighton, has been in Allegheny General Hospital with a heart ailment. . . . Fred Serrao, Circle, New Kensington, Pa., has been named a member of the city's fact finding commission.

Herb Pickman, special exploitation representative, Warners, has been in preparing the campaign for the world premiere showing of "I Was A Communist Spy for the FBI," set for the Stanley. This is the story of Matt Cvetic, Pittsburgher, who will tour with Pickman. They plan to make all the key cities and also sub-keys during the month for a big advance publicity build up, in addition to appearing on Pittsburgh TV and radio programs, press interviews, and talks to civic clubs.

The Twin Highway Drive-In had a formal opening. The entire receipts were turned over to the Robinson Township Civic Club. The local high school band was there, and entertained the audience an hour before opening.

The old Granada, closed for many years, was almost completely gutted by fire.

Crew members of the board of the Variety Club were hosts at the regular Friday Night "Family Night." Dropping in during the evening were Senator Duff, John Boles, and bandmaster Baron Elliot.

Film Row was saddened to learn of the passing of H. R. Cromwell, owner, Pitt and Bedford, Bedford, Pa. He had been ailing for some time. . . . Mr. and Mrs. William Finkel, Colonial and Arcade, celebrated their 35th wedding anniversary with a private dinner.

The Casino went back to straight burlesque shows after trying mixed vaudeville and burlesque. . . . Harry Fry is closing the only theatre in Wampum, Pa. The theatre had been in operation in the town for 40 years. . . . Jim and Joe Taylor purchased the Green Garden Drive-In, Alliquippa, Pa., from the Julik brothers.

Anthony Albino was named manager, Roxy, Monaca, Pa., by owners Glen Ford

and Joe Huszar. . . . The 25-day run of "Born Yesterday" in the Squirrel Hill section is creating excitement on Film Row.

A top boxoffice hypo aimed at theatres all over the country is the Hollywood "Star Discovery" Contest announced by Warners to be inaugurated here on April 28. The Warner Theatre zone will be the experimental ground for the region-wide contest which will be duplicated in all of the company's theatre zone areas from coast to coast and in independent theatres. Co-sponsored here by Hamburg Brothers, the contest will offer top prizes of two six-month contracts at the Warner studios in Burbank, Cal., plus a contract to make two records for RCA Victor Recording Company to the best vocalist selected in the scheduled elimination contest. The contest will be conducted on the stages of 35 Warner theatres in Western Pennsylvania and West Virginia, the test area, and in the theatres of those independents invited to join the plan, and extensively publicized in all other of the company's houses from as far north as Erie, Pa., and far south as Charleston, W. Va. M. A. Silver, zone manager, has appointed assistant zone manager Joseph Feldman to work out the contest arrangements with Lester Hamburg. A series of five weeks of individual theatre eliminations and semi-finals in the contest will be held in most of the company's theatres in this territory beginning on April 28. The zone will be divided into four districts, with winners of the semi-finals to travel to the four regional final contests to be held in Erie, Greensburg, Pa.; Clarksburg, W. Va., and Pittsburgh, and later compete in the grand final on the stage of the Stanley. Judges will be Harry Mayer, Warner talent department, and representatives of Carnegie Tech Drama Department, the Pittsburgh Playhouse, and RCA Victor officials.

Elaborate plans for the world premiere of Warner's "I Was A Communist Spy for the FBI," which will be held at the Stanley on April 19, are already under way as set up by Mort Blumenstock, Warner ad. and pub. chief. Pittsburgh was selected as the site for the premiere because the activities of Matt Cvetic as related to Pete Martin in a recent series of articles in The Saturday Evening Post. Following the premiere, the picture will open within 10 days in 200 theatres in the surrounding area, including other Pennsylvania cities, Cleveland, Cincinnati, Buffalo, and Albany. Cvetic will make a whirlwind tour of 38 selected cities, where he will talk to press, radio, and syndicate representatives on his experiences as a communist poseur for the FBI. Press and radio representatives of cities surrounding his personal appearances have been invited to cover for interviews locally. All of Cvetic's appearances have been planned to precede local bookings of the picture. As part of his tour, Cvetic will also visit and address Kiwanis and Lions Clubs, schools, women's clubs, etc.

Kentucky Louisville

A. Edward Campbell relinquished his interest in the Twin Drive-In. However,

he retained his full interest in the Skyway Drive-In, Buechel, Ky., and increased his interest in the Theatair Twin Drive-In, Jeffersonville, Ind., and Twin Drive-In, Indianapolis. Campbell, along with R. P. Dawson, owner, Rodeo and Shawnee, Louisville, is presently engaged in the American Drive-In Theatres Service, a booking and buying organization for drive-ins, listing approximately 20 in the Atlanta, Indianapolis, St. Louis, Cincinnati, and Memphis areas.

R. P. "Pete" Dawson, owner-manager, Rodeo, had book matches printed with the face cover printed as a free ticket to the theatre, subject to tax.

Mr. and Mrs. A. N. Miles, Eminence, Ky., returned from a visit south. . . . Luther Knifley, Knifley, Ky., reopened for a full operating schedule.

Visitors included: Lewis Baker, Star, West Point, Ky.; R. L. Gaines, Homer Wirth, Crane, Crane, Ind.; W. E. Cross, St. Clair, Lebanon Junction, Ky.; Bob Enoch, State and Grand, Elizabethtown, Ky.; J. E. Elliott, Jr., Cardinal, Hodgenville, Ky.; Tex Richards, State, Crouthersville, Ind., and A. O. Perkins, Lynn, Woodbine, Ky.

Joining the Twin Drive-In and the Kenwood Drive-In in opening for the current season were the Parkway Drive-In, under the direction of John Nolan, the Dixie and East Drive-Ins, under the executive direction of Floyd Morrow, and the Skyway Drive-In, Buechel, Ky., with Lou Arru as the guiding hand.

In addition to managing and coowning the Majestic, Springfield, Ky., Ralph Quarles is co-director of a local band. . . . The Lost River Drive-In, Bowling Green, Ky., under the supervision of Alton Rush, opened.

Johnson Musselman, executive director, Rialto, took advantage of a tie-in with Lovebright's Diamond Rings' \$100,000 "Bird of Paradise" contest to herald the opening of "Bird of Paradise."

Lou Arru's Twin Drive-In resumed full operation. The Kenwood returned to full operation a short time ago.

Mr. and Mrs. A. N. Miles, Eminence, Ky., are vacationing in Florida. . . . Seen on the Row were: Oscar Hopper, Arista, Lebanon, Ky.; Ralph Quarles, Majestic, Springfield, Ky.; J. T. Kennedy, Jr., Stanton, Stanton, Ky.; Buddy Arnold, Arco and Melody, Bardstown, Ky.; J. C. Smith, Bloom, Bloomfield, Ky.; J. A. Ball, Bel Vista Drive-In, Springfield, Ky.; J. B. Minnix, Southland, London, Ky.; Alton Rush, Lost River Drive-In, Bowling Green, Ky., and W. E. Gross, St. Clair, Lebanon Junction, Ky.

Alexander H. Robertson, coowner, Majestic, Springfield, Ky., was scheduled to leave for the Warm Springs Foundation, Warm Springs, Ga.

Johnson Musselman, besides handling a full-time job in managing the first-run Rialto, still finds time to put on his performances as "Aska, the Magician" in nearby theatres, schools, and civic auditoriums.

When W. E. Gross came to Lebanon Junction, Ky., recently to take over the managership of the St. Clair, coowned by Otto Marcum, Louisville, Ky., he brought with him his knowledge of advertising and general promotion work in the theatre. One of Gross' latest stunts is one in which the theatre and merchants have joined forces to present free passes to students for outstanding achievement. Gross selects a particular town each month and gives the outstanding students, as well as their teachers, passes to the theatre.

Ohio Columbus

Following a suggestion of Norman Nadel, theatre editor, The Columbus Citizen, about 22 neighborhood theatres of the Academy Circuit, Fred Rowlands Theatres, H. and S. Theatres, and Miles Circuit launched a 60-day trial "main feature at 8:30 p.m." policy.

The Victor, Miles Circuit neighborhood, was damaged by fire, and was expected to be closed for a week, according to Walter Miles. . . . Robert Sokol, manager, Loew's Ritz, Pittsburgh, for two years, has been named manager, Loew's Broad. He succeeds Carl Rogers, promoted to manager, Loew's Dayton, O.

Cecil B. De Mille testified on behalf of a "right to work" bill before the Ohio Senate Commerce and Labor Committee. The bill would outlaw union shops in Ohio industries, and has the support of P. J. Wood, secretary, Independent Theatre Owners of Ohio. Milton Hale, Paramount exploitation director, Detroit, and Walter Kessler, manager, Loew's Ohio, greeted De Mille.

RKO Palace is conducting a contest with The Ohio State Journal to identify "The Thing."

Drive-in theatres are "fighting a battle for survival" because of television competition and high operating costs, said Jack Armstrong, Bowling Green, Ohio, before the House Taxation Committee. "The drive-ins are in a serious condition. Competition from TV, which is for free, is becoming terrific. A majority of the drive-ins would show no profit whatever except for their refreshment concessions," said Armstrong. He pointed out that the state's 200 drive-ins can operate only a few months a year because of inclement weather. The committee was considering the proposal to permit township trustees to levy an admissions tax. Armstrong is a member of the taxation committee of the association. Others who appeared include Mrs. Ethel Miles, Horace Shock, James Dempsey, and Carlos Crum.

Six cities and seven Ohio counties have outlawed "Bingo" following the Ohio Supreme Court's decision refusing to review rulings by the Common Pleas and Appeals Courts, Cuyahoga County, which had declared invalid a Cleveland ordinance requiring "Bingo" operators to pay a license fee. At least 19 cities still permit the game. Cities which have banned "Bingo" include Cleveland, Canton, East Liverpool, Steubenville, Ashtabula, Painesville, and Massillon. The

game has been outlawed in the counties of Cuyahoga, Mahoning, Lake, Lorain, Geauga, Jefferson, Columbiana, and Pickaway.

Franklin County drive-ins increased their admissions to 60 cents, an increase from the 50 cents charged last season. So far, the only two drive-ins to open for the season were the South and the National Auto, both of the Academy Circuit. The Miles Auto Theatres and the Frank Yassenoff-Harold Schwartz drive-ins were expected to be open soon.

The RKO Palace is cooperating in the WLW "Star Search" with finals to be held on the Palace stage. . . . Loew's Ohio and the Fred Astaire dance studio staged a contest to find the best local samba dancers.

Pennsylvania Baden

Phil Smith, Boston, who operates the drive-in near here, named William Powell manager.

Bradford

Mary L. Sanders, veteran theatrical promotion man, for the past eight years connected with the Dipson Theatres Circuit, resigned to manage the Seneca Drive-In, Geneva, N. Y., owned and operated by the Seneca Drive-In, Inc., Louis Drew, president-general manager. Esther Sanders, Sanders' wife, who has operated the concession stand at the Dipson Bradford for the past year, goes to the new location as manager of the drive-in concession for Tri-States Automatic Candy Corporation.

Butler

James Geibel, who has been running a 16mm. drive-in for several years on the road to Chicora, purchased 35mm. machines from National Theatre Supply, and added 75 speakers, making 175 in all.

Erie

The wife of B. G. Beyland, Folly, was seriously ill with the flu. . . . J. Kenneth Blakely, Keller's, Northeast, Pa., and the Grand, Westfield, N. Y., is about after convalescence following a heart attack. He expects to be back at his office in two weeks. . . . Charles Bick, Plaza, dressed his entire house staff in typical "Valentino" costumes as an advance plug for the picture.

Grading and other work on Pete Camerlo's proposed drive-in on Route 19 five miles from downtown Erie has been discontinued. . . . Joe Gold and William Coleman were in lining up bookings for the opening of the Lawrence Park and Star Drive-Ins.

Franklin

Mr. and Mrs. Ray Woodard, Kayton and Orpheum, returned from the vacation they won from MGM at Sun Valley, Idaho.

Johnstown

The Westmont Drive-In will open on April 17 under new management. George R. Gartland, who also owns the Roxy, Johnstown, Pa., will be the new operator.

Meadville

Fraternities at Allegheny College staged their hazing of pledgelines during Holy Week, and, in turn, helped Lee Conrad advertise his attraction at the Park. The program showing was "Pre-historic Women" and "Rogue River." One student carried a sign on his back stating that "this film was banned in Boston."

The Pickard Construction Company, Buffalo, is transforming Ralph Shadely's Academy into a beautiful theatre. The entire job is expected to be through by May 15. The theatre is staying open during the modernization by closing weekday afternoons only.

Richland Township

Marco Ranalli, Ranalli's Drive-In, completed a beautiful brick home overlooking the drive-in. From one large living room window, the entire family can watch the show with the aid of special installed speakers.

West Virginia Clarksburg

Although he said an opening date was uncertain because of the weather, Clarence Snyder, owner, Snyder's Drive-In, was getting the outdoor amusement center ready for the spring kickoff. An artificial lake has been added during the winter, and will be illuminated at night. A shipment of new animals, for the children's zoo, was expected to arrive for the opening. Snyder's was the only Clarksburg theatre to feature the popular pony range last season as well as several kiddie promotions. Of the other Clarksburg ozoners, the Warner Skyline opened, and the Sunset was expected to open on April 6.

The Twilite Drive-In was one of the first West Virginia outdoor operations to kick off for the new season. The Starlite, Fairmont, and the Friendly, Montrose, W. Va., opened also.

Elkins

"No foolin', we're opening April 1," was the copy used by Gray Barker for the Elkins Drive-In, which opened on All Fool's Day. The outdoor operation is owned by Bretsel Lang and Harold Talbott, Elkins. D. E. Lovett, owner, Lovett and Company, Clarksburg DeVry Equipment firm, attended the opening with his wife and secretary, Virginia Howell. Several other exhibitors and trade representatives were in attendance, including Mr. and Mrs. William Kisner, owners, Bartow Drive-In, Bartow, W. Va., were to open on April 12.

Grafton

The Grafton Drive-In opened with a new gimmick, giving orchids flown from Hawaii to the first 100 ladies attending. Candy was given to all children, and S. O. Summers, manager, reported a successful opening. Newest addition is an electric attraction board, constructed by the Clarksburg Neon Company, and featuring Wagner glass and letters. Gray Barker books and exploits the outdoor situation.

NEWS OF THE

Territory

Boston
Crosstown

Boston University will award one of its summer students a scholarship to study methods of education by using comic book and movie techniques. The grant will be from a fund established by the Sixth Annual Encyclopedia Britannica Films Summer Scholarships, according to President Harold C. Case and Dr. Abraham Krasker, director of the university's division of motion pictures, photography, and visual aids.

The State Senate rejected a bill which would have prevented construction of a drive-in within 2,000 feet of a church, school, or hospital.

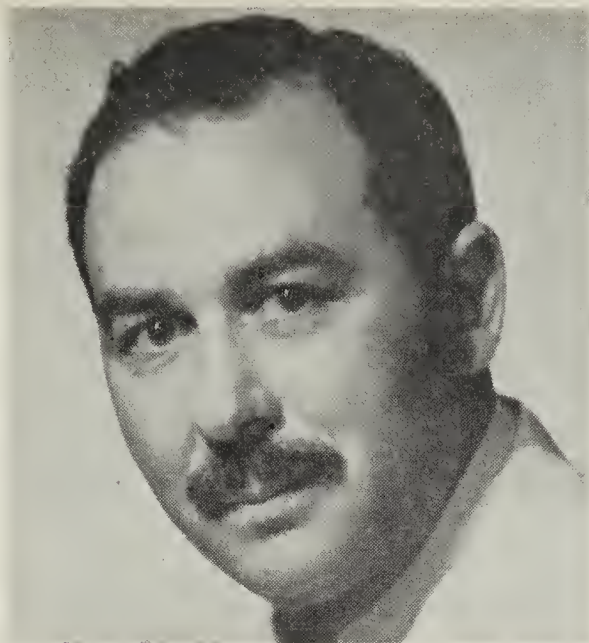
Eliminations announced last fortnight by the Bureau of Sunday Censorship included the following: "Report On Hong Kong," parts 1 and 2. (Deletions: Eliminate scene showing sex exposure of boy in hospital, in part 2). British Information Services; "Serra Brava" (Portuguese), parts 1 to 11. (See—"Wild Mountain") (Deletions: Eliminate scene showing Maria lying on floor with clothes torn, in part 7.) Guimalu Enterprises, Inc.

Billy DeWolfe, filling a night club engagement, grabbed plenty of space in The Sunday Globe with shots of him ushering, selling tickets, and candy at the Paramount, where the film "Lullaby of Broadway" was playing. He was also the subject of a feature story by Paul Kneeland in The Sunday Globe, and hit the front page of The New Bedford (Mass.) Standard-Times, where he trekked for a personal appearance.

Jack Williams, who switched from the projectionist's booth to backstage, Fenway, is switching back to the booth. . . . Joe Cohen, coowner, Saxony, Fitchburg, Mass., accompanied by his wife and daughter, are loafing around the deck of a tramp steamer enroute to Florida. . . . Phil Smith, stricken ill at a downtown theatre, is back at his desk. . . . Harry Rotman, projectionist, Met, went back to Pratt Diagnostic Hospital for more checkups.

Friends of Bob Silverman, assistant to Jack Saef, New England Theatres publicist, will be pleased to hear he's on the mend. . . . Several Bostonians were planning to attend the TOA meetings in Washington.

Spyros Skouras, Faye Emerson, Bosley Crowther, and Al Capp are scheduled to appear at a panel discussion, "Are Movies Better Than Ever?", sponsored by the Harvard Law School, to be presented at Cambridge High and Latin School, on April 13. One of a series of panel type discussions presented by the embryo-lawyers throughout the school



Dr. Sydney Farber, honorary Variety Clubs International member, will report on the activities of Tent 23's activities in the battle against heart disease at the Variety Clubs International convention in Philadelphia from May 9-11.

year, it will be divided into two sections, with guests allotted 25 minutes each for speeches during the first half. The second portion will be devoted to a panel answering questions fired at them by an audience with Elinor Hughes, The Herald dramatic editor, acting as moderator. This portion of program will be aired over WHDH between 9.35 and 10.15 p.m.

Lloyd Nolan, who made the Variety Club's "Jimmy Fund" trailer last year and an active member of the club, is in "Courtin' Time," Shubert.

Area American Theatre Corporation district managers, who, for some time, have operated from the home office in the Pilgrim building, have set up headquarters in situations in their districts. Those affected were: Harry Wasserman, who now headquarters at the Oriental, Mattapan; F. W. McManus, Circle, Brookline, and John B. Carroll, Ball Square, Somerville. J. J. Dempsey, in charge of ozoners and other out-of-town situations, remains at the Boston office.

Dale Clarkson, chosen "Miss Up Front" by Stars and Stripes magazine, was in for radio and TV appearances, aiding in publicity campaign of U-I's



Norman Morin, trucking concern employee, happily receives the title for the Cadillac sedan he recently won in the Variety Club of New England award. Executive director William S. Koster makes the presentation as Aileen M. Bretton, Motor Vehicles Bureau clerk and winner of a Chevrolet, stands by.

New England Bowling

BOSTON—Independent Theatres and New England Theatres were tied for first place in the 11th week of the New England Theatrical Bowling League, while MGM was in second position, followed by American Theatres, Harry's Snack Bar, Macaulay American Legion Post, and RKO, with Affiliated Theatres trailing.

Standings to date show:

Team	Won	Lost
Inde.	31	13
NE	31	13
MGM	25	19
Amer.	22	22
HSB	19	25
Leg.	18	26
RKO	16	28
Aff.	14	30

INDIVIDUAL AVERAGES

Plunkett, NE ...94.3	Springler, Leg ...86.1
Freeman, HSB ...93.7	Vieira, Leg ...85.5
Serra, Inde ...92.1	McGerigle, RKO ...85.0
Burlone, NE ...92.1	Hochberg, Aff ...84.9
Morton, HSB ...92.0	Rahilly, HSB ...84.0
Fahlbusch, NE ...91.5	Rowe, Aff ...83.6
Hill, Inde ...90.7	Alfano, Amer ...83.5
Levin, Inde ...90.7	Feinstein, Amer ...83.2
Romanoff, NE ...90.7	Cavicchi, Leg ...83.1
Rathgeb, MGM ...89.1	McGowan, MGM ...83.0
School, MGM ...88.1	O'Hara, RKO ...83.0
Smith, RKO ...87.3	Anderson, HSB ...82.6
Arsenault, NE ...86.9	LaCross, RKO ...82.3
Young, Inde ...86.7	McCarthy, Amer ...82.0
Farrington, Aff ...86.6	Castro, HSB ...81.1
Goldman, Aff ...86.6	Dooley, Leg ...79.9
Fieed, Aff ...86.5	MacIntyre, Amer ...78.5
DeBrueil, Amer ...86.2	Feinberg, MGM ...76.2
	Oberman, MGM ...72.6

HIGH SCORES

Singles: Waldman, Leg., 141-116-109; Goldman, Aff., 103; Freeman, HSB, 109; Morton, HSB, 102-103; Spingler, Leg., 101. Three strings: Waldman, Leg., 366; Morton, HSB, 101.

"Up Front." Although she is not in the cast of the film, she is well known to many G. I's through her two-year stint traveling with USO shows.

Doris Day's recorded phone conversation with Bob Clayton WHDH disc jockey, was aired on "Doris Day's Day" when "Lullaby of Broadway" opened at the Paramount and Fenway.

Emeric Pressburger, co-producer, and Hein Hechroth, designer of "Tales of Hoffman," spent a couple of days recently meeting the press. They arrived at luncheon set up for them by Mel Strauss at Dinty Moore's minutes after the press representatives had left.

Fred S. Jones, chief projectionist, Plaza, Roxbury, Mass., was presented with a grandson.

A battle between a group of speculators who leased a plot of land on Newburyport, Mass., turnpike, with the intention of erecting an ozoner, and Danvers, Mass., town fathers, who wanted to sell the land to factory representatives, was settled recently. Plans for the ozoner have been junked, and the factory is now being constructed on the property.

Film District

Warner exchange personnel are stumped trying to figure why the painter's scaffolding, used during the building's remodeling last fall, is still hanging outside Art Moger's office windows. Moger warns the owners to claim it soon or he'll appropriate it, and set himself up in the house painting business in his spare time.

Ray Feeley, Independent Exhibitors, Inc., and Frank Lydon, Allied Theatres, traveled to Concord, N. H., to keep watchful eyes on proposed legislation aimed at the industry.

Reports around the district are that Arthur Lockwood, toastmaster, and Hy Fine, Boston's own "Sam Levenson," knocked 'em dead at the testimonial dinner to Herman Levy in New Haven recently.

More than 200 members and friends of the Salesmen's Club attended the annual dinner at the Latin Quarter. According to all reports, it was quite a shindig.

A meeting of Giles Circuit managers, called by John S. Giles, was held. The morning session was taken up with screenings of "Up Front" and "Abbott and Costello Meet the Invisible Man," followed by luncheon at the Hideaway and a screening of "Target Unknown." Later, exploitation and operational discussions were held at the Uptown, with Alden Peterson, district manager; H. Hall and E. B. Cavanaugh, Uptown; Ralph Morris, Laconia, N. H., James Collins and Tony Bianco, Framingham, Mass., and Fred Burgess, Gardner, Mass., present. Giles plans to call similar meetings every six weeks.

New Haven Crosstown

Jim Darby's Paramount had a nice campaign for "Air Cadet." Mayor Celenzano proclaimed "Air Cadet Week," and the air force recruiting office assisted with radio and TV interviews. A jet pilot air man suit was on display.

Walter Wilson, Paramount assistant, was scheduled to go into the army. . . . New assistant at Jim Darby's theatre is Lenny Edwards, formerly at the Empress, South Norwalk. . . . On April Fool's Day, Syd Kleper, College, had 100 rolls bearing bank wrappings indicating they held 50 cents in pennies dropped on central streets. Persons who picked them up found rolls containing only two cents, one penny flanking each end of small round piece of wood, which also held a slip entitling the finder to a guest admission.

A "Lullaby of Broadway" album tieup with music stores was made to bally the picture at Ed Lynch's Roger Sherman. . . . Syd Kleper and his College staff set some co-op. ads as part of the publicity campaign for "Inside Straight." . . . Toby Baker, WELI disc-jockey, assisted the Elks in the sponsorship of a cerebral palsy fund benefit show at the Whitney. . . . Sherman Padowitz, formerly at the Poli, says his brother, Howard, is now working for MGM in the Indiana territory. . . . Morris Rosenthal, manager, Poli, and his staff worked out some nice angles to bally "Father's Little Dividend." A diaper service gave one month's free diaper service to all babies born here on opening day at the Poli. . . . It was good news to hear that Mrs. Bill Brown, wife of the former Bijou manager, is recuperating satisfactorily at Newington Hospital. . . . Lou Morris, former student assistant, College, has been transferred to the Bijou to be



City Councilman Milton Nahum is seen bidding goodbye to student assistant Jim Doran, Loew's Poli, Hartford, Conn., on the latter leaving for active duty with the U. S. Air Force. Doran is the first downtown theatreman called since the beginning of the Korean hostilities.

assistant manager to manager Paul Klinger . . . A. J. Scalise resigned. . . . Among the recent angles set by Klinger and staff were the following: for "The Great Missouri Raid," the staff was dressed in cowboy and cowgirl outfits in advance with appropriate banners, etc., while for "Pancho Villa Returns," Klinger had his aides in Mexican regalia. . . . Herman Hegalwald, Bijou stagehand, returned from a vacation.

Meadow Street

Despite the bad weather, the Plainfield indoor house and drive-in was opened by Ed Lord. Donat Blaine, former owner, Jodoin, Baltic, is manager. Among the hardy souls who braved the storm to attend the opening were Phil Gravitz, MGM branch manager; John Riccuitti, Connecticut Films, and Charles Lane, New Haven Drive-In.

The New Haven Drive-In was due to open. . . . The Post Drive-In, East Haven, reopened. . . . A benefit show sponsored by the Newtown Scholarship Association was scheduled for Edmond Town Hall. . . . Carolyn Marra, a member of the Elite Recreation Girls team, gave the top exhibition of duckpin bowling in a six game sweepstakes as she captured the sixth Annual Silver City Classic with a sparkling 821 pinfall. She



John A. D'Amato, manger, Palace, New Britain, Conn., has been using false theatre fronts since the Perakos Circuit house launched a first-run policy. He makes them up himself at an average cost of \$6. using stock three, six and 24-sheets, mounted on beaver board, cut out, and tacked on panels. This is one for 20th-Fox's "Halls of Montezuma."

led a field of 34 entries in the two-day event, and was awarded \$60. Miss Marra, Republic employee, is regarded as one of the most promising female rollers in the state.

The E. M. Loew Drive-In, Berlin Pike, reopened. So did the E. M. Loew Drive-In, Montville. . . . The Lake Drive-In, Waterbury, reopening was postponed. . . . Carl Halpin, manager, E. M. Loew, Milford, returned from Florida.

Hugh A. Maguire, office manager, RKO, resigned to take a position as salesman with Paramount. He was due to replace John Kane, Paramount salesman, reported to go back to the Boston territory. . . . Lee Kisner, booker, RKO, was to be upped to office manager. A farewell party to Maguire and a testimonial event to Miss Kisner was scheduled for Fisherman's Nook by fellow RKO-lians. . . . Jack DeWaal, RKO home office representative, was in from New York.

Circuits Loew Poli

Congratulations were in order to Al Domian, Globe, Bridgeport, on the new addition, a baby boy. . . . Press and radio get togethers for "Quo Vadis" were held in Hartford, New Haven, and Springfield, Mass. Morgan Hudgins, press relations rep. for the film, was the highlight feature of the press luncheons. He gave statistics regarding the production and also showed slides. The get togethers were attended by press and radio, L-P managers, division manager Harry F. Shaw, and publicity director Lou Brown. . . . The "Royal Wedding" bally was given a nice buildup by managers, with "Father's Little Dividend" also getting nice attention. . . . Up in Meriden, Tony Masella, Palace, received plenty of news and sports page space with the donation of a trophy to the winning amateur basketball team in the Silver City.

Connecticut Bloomfield

Construction is to start on a new drive-in project, with cost estimated in excess of \$100,000. Philip W. Maher, Bloomfield, announced the project. Maher's five-year temporary permit was upheld recently by the State Supreme Court of Errors.

Bristol

The Police Board approved a doubling-up plan asked by two managers, who said that attendance had dropped sharply, and economy was in order. The theatre men then asked about the policemen, whom they pay to keep the peace during performances, be permitted to act as doormen on the side. They noted that the plan had been tried successfully in Torrington. The policemen will do double duty if the Corporation Counsel approves.

Hartford

George E. Landers, division manager, E. M. Loew's Theatres, announced the appointment of Jim Cotoia, former manager, Art, Springfield, Mass., as man-

ager, Hartford Drive-In, Newington. The Hartford Drive-In, Milford Drive-In, Norwich-New London Drive-In, and Riverdale Drive-In resumed operations. Other managers are: Milford, Carl Halpin, recently back from a Florida vacation; Norwich-New London, Bruno Weingarten, and Riverdale, Harold Cummings. Two new drive-ins will open shortly in the Landers division, the 800-car capacity Farmington Drive-In, Farmington, managed by Hector Frascadore, former acting manager, Hartford Drive-In, Newington, and the 1000-car capacity drive-in at West Boylston, Mass.

Loew-Poli New England Theatres hosted Morgan Hudgins, MGM publicist, at a press luncheon at The Bond Hotel. Slides of numerous "Quo Vadis" scenes were included in the program, hosted by Harry F. Shaw, division manager, and Lou Cohen, manager, Loew-Poli.

Jim Smith, sales promotion chief, Stern and Company, Columbia Records distributor, lined up plenty of cooperation on "Lullaby of Broadway," with campaign stressing songs by Doris Day.

Connie Cudo is new at the Crown, replacing Joyce Christiana, promoted to cashier. . . . Assistant manager Frank Quinlan, Bushnell, is back following long illness.

George E. Landers, division manager, E. M. Loew's Theatres, announced the appointment of Louise Irons as his secretary.

Miss Phyllis Spivack, New Haven, is engaged to Leonard Greenberg, son of the owner, Center.

New at the Webb is Kathleen Cahill. Arthur Bassaell is the new maintenance manager.

John Gilberto resigned as projectionist, E. M. Loew's. . . . Albert Donovan, at one time a manager under George E. Landers, division manager, E. M. Loew's Theatres, is now managing the Uptown, Lynn, Mass.

Back from California were three ex-Strand aides, Charlie Atamian, former assistant; his wife, Janet Chicano Atamian, and Tony Cassenta, who succeeded Atamian as assistant manager. The Atamians planned to go back into the theatre business.

H. F. Shaw, division manager; Morris Mendlesohn, legal aide, and Lou Brown, ad-publicity chief, Loew-Poli New England Circuit, huddled with Lou Cohen, Loew-Poli, and Fred Greenway, Loew-Poli Palace. . . . Dom Suriano, former assistant manager, Strand, is now assistant manager, Broadway, Western Massachusetts Circuit house, Springfield, Mass.

The Joe Shulmans, Shulman Circuit, were planning to leave on that long-anticipated European vacation trip.

William O'Sullivan, formerly with the Hartford Theatre Circuit, had been named manager, Plaza, Waterbury.



Lou Brown, division publicity head, Loew-Poli New England Theatres, recently effected a tie-in with a baking company in Waterbury, Conn., as part of a national tieup between MGM and the Quality Bakers of America, and Brown, left, is seen at a meeting of baking company representatives in Waterbury, with Bob Carney, right of poster, manager, Poli.

Manchester

Olive Recave has been upped to assistant manager, State, succeeding John Mancini, resigned.

State manager Jack Sanson disclosed that the Wurlitzer organ has been sold.

Meriden

Paul S. Purdy, general manager, Kounaris-Tolis Theatres, announced the appointment of William Spencer, student, New Britain State Teachers College, as assistant manager, Meriden.

The Capitol, operated by Leo Ricci, closed down for a few days for alterations.

The Pike Drive-In opened for the season. . . . The Palace recently invited members of the Meriden High School and Wilcox Tech basketball teams as guests.

Middletown

Mike Adorno has been named assistant to Sal Adorno, Jr., manager, Palace and Capitol.

Anthony Basile is observing his 20th year as projectionist in this city. He is on the projection staff at the Capitol.

Milford

Manager Carl Halpin, E. M. Loew's Milford Drive-In, got back from a vacation in Florida.



The Palace, New Britain, Conn., recently used this simple but effective false front to call attention to U-I's "Deported."

New Britain

The State Management Corporation, New Haven, Lou Ginsburg, president, and Bernard Levy, secretary, leased the State from Dr. George W. McMahon and Margaret T. McMahon for a period of 10 years. The corporation has agreed to pay a total amount of \$88,000 for the 10 year period. Otto Tefts has operated the theatre under a lease during the past five years.

Newington

Mr. and Mrs. Lou Rogow, local Pike Drive-In, and Pine Drive-In, Waterbury, were back from Florida.

Paul W. Amadeo, general manager, Pike Drive-In, announced his staff: chief cashier, Fred R. Johnson, and projectionists, Tom Harries, Harry Albee.

Plainfield

One of the more unique drive-ins opened for business. The project, the Plainfield Drive-In and Indoor Theatre, is situated on the former site of the Plainfield Airport, and is operated by Edward Lord. Through a patented process, the projector throws films simultaneously on the screens of an outdoor theatre, capacity 750 cars, and an indoor theatre, capacity, 450.

Wethersfield

Named student manager at the Webb Playhouse was Les Brown, ex-projectionist, Webb.

Windsor

Private William Dougherty, ex-Plaza manager, has been assigned to a film unit with the Connecticut Air National Guard, recently federalized. He will be a projectionist.

Maine

Houlton

Richard C. Welch has been appointed manager, Temple, by L. H. Bridgham, Bridgham, Dover, N. H., who recently took possession of the theatre from New England Theatres, Inc. Welch started in show business as an aide in his home town theatre, the old Comique, Camden, Me., gradually working up to become projectionist, a position he held for eight years in the Comique and the New Camden which replaced it. He has served as projectionist in theatres in Rockland, Me., and Presque Isle, Me., and was manager, Gem, Lyndonville, Vt., for a year-and-a-half, and assistant manager, Magnet, Barre, Vt. The Temple has been renovated considerably.

Massachusetts

Fall River

The Somerset Family Drive-In reopened for the season. John Pirani is manager. . . . George Daab, manager, led his staff in alterations made to the Capitol during a three-day closing. . . . The New Yorkers are returning to the Somerset Summer Theatre. . . . Nathan Yamins' new outdoor theatre, under construction in nearby Westport, Mass., on the Fall River-New Bedford, Mass., Highway, is expected to open early in May.



New England disc jockeys Bob Perry, WLAW; Ray Dorey, WHDH, and Norm Prescott, WORL, salute Doris Day on the occasion of Boston's recent celebration of "Doris Day's Day" held in conjunction with the opening of Warners' new Technicolor musical, "Lullaby of Broadway" at Paramount and Fenway.

Lowell

Arthur Keenan, manager, Strand, and Mrs. Keenan were hosts at the wedding reception following the marriage of their daughter, Miss Dolores M. Keenan, to Edward W. Haley. . . . The Tyngsboro Drive-In, Tyngsboro, Mass., was the first of the neighborhood drive-ins to reopen. . . . Norman Glassman, owner, Rialto, is chairman of the annual Kiwanis "Starlet Show."

Latest movie reviewers are students of Lowell Textile Institute, who review screen offerings in their weekly newspaper, The Lowell Text. . . . Mrs. Floyd Beharrel thanked managers of theatres for their splendid cooperation in the American Red Cross drive for funds. . . . Scotty Callahan, stage manager, RKO-Keith's, has been named a member of the board of trustees of Lowell Memorial Auditorium.

Lynn

Joseph Comeau, Capitol staff, now in the army at Camp Edwards, Mass., returned on a furlough to marry Barbara Fillian. Leland Perry, veteran member of the Lynn fire department, succeeds Comeau at the theatre, and will be an assistant to Charles Corson, 82, the oldest theatre fireman in New England.

Henry McDermott, Paramount, returned after illness.

Salem

Work on Loew's new Salem has been held up until new plans can be drawn. . . . A petition for a change in the zoning laws, filed in City Council by Ernest Belleau, who proposes to erect an open air theatre on Highland Avenue, will be given a public hearing and will meet with opposition from Lynn property owners as well as Salem citizens.

Springfield

A poll of Springfield and Western Massachusetts exhibitors has revealed that television has not affected local attendance to any great extent in the past year. There are one or two exceptions, however. Harry Smith, general manager,

Western Massachusetts, noted that on "fight nights" the attendance dropped off. Smith also added that the recent Kefauver investigation telecasts from New York affected business. Charley Hurley, manager of four Rifkin houses, agreed, but noted that "Born Yesterday" was showing at the Phillips the night of a big fight, and "we had to turn them away," he said.

RIFKIN—Earl Hanna is the new Liberty head. . . . The Strand, Jefferson, and Liberty are featuring kiddie shows on Saturday afternoons. . . . Herman Rifkin, and George Roberts, chief booker, toured the circuit. Roberts was back from a month in Florida. . . . Armand Yvon, maintenance man, was repainting the Liberty lobby, having just finished the Phillips. . . . Dave Howard, former assistant to Jim Altree, Jefferson, heads the Strand. . . . Charley Hurley, Phillips, was back from New York City.

New Hampshire Concord

Enactment of a new one per cent sales tax with no exemptions, together with increases in present taxes on liquor, beer, tobacco, and racing, was recommended by Governor Sherman Adams to raise \$5,800,000 a year in additional annual revenue to balance the New Hampshire state budget. An alternative program, without the sales tax, also was outlined by the governor. This would include the same higher rates of taxes on liquor, beer, tobacco, and racing but, instead of the sales tax, would add: a 10 per cent admissions tax, a five per cent tax on all meals costing a dollar or more, and a tax on soft drinks at the rate of one cent per nickel bottle.

Laconia

Inaugural ceremonies for city officials were held at the Colonial.

Rhode Island Cranston

The Cranston Auto Theatre was opened with H. Raymond Caine continuing as manager.

Johnston

The Pike Drive-In opened for its first full season since complete remodeling and rebuilding with a policy of two changes of double features weekly. Lew Breyer, general manager, heralded the opening with large newspaper ads, and mailed programs. The theatre opened in time to gain the spotlight by contributing \$100 to The Journal-sponsored fund for a young amputee, and by planning a benefit performance for the youngster. Breyer is being aided by George Card as manager.

Pawtucket

Private funeral services were held in Edgewood, R. I., for Martin R. Toohey, 63, manager, Leroy, for the past 13 years. Beginning his theatre career as a helper at the old Keith, Providence, he had appeared in vaude for some time as a member of the team of Toohey and Lafoye, and had been a member of the Scenic Stock Company. In 1913, he be-

came associated with the Emery Brothers, operators of the Carlton, Majestic, Rialto, Modern, and Capitol, and continued for two years when Edward M. Fay assumed the Emery properties in 1926. He had held one of the first projectionist licenses in the state.

The Center was damaged heavily by smoke as result of a fire originating in curtains in the rear of the house just before the theatre was to be opened for the first of a series of religious services at noon. The blaze was discovered by Edward Lilly, janitor, who attempted to extinguish it while Mrs. Dan Hyland, concession manager, summoned firemen. The theatre was reopened two days later.

Providence

Loew's State, Maurice Druker, manager, reverted to stage and screen policy for one week.

Dave Levin, manager, RKO Albee, tied in with the Arthur Murray Dancing School and a music store for "Bird of Paradise." The dancing school gave certificates for lessons in a "Bird of Paradise Waltz," and the first 75 boys attending the Saturday performance received ukeles.

Vermont Newport

Richard Marshall, Peterborough, N. H., has been appointed manager, Burns, to succeed Joseph Hackett, who resigned to enter government service in Honolulu. Marshall formerly was with the Paramount, Newton, Mass., and Egyptian, Brighton, Mass.

Randolph

Twin sons, weighing three and four pounds, were born to Richard Fowler, projectionist, Playhouse, and Mrs. Fowler.

Rutland

The Grand gave a special late afternoon showing of "Macbeth" for high school literature classes and other students.

Variety Club Tent 31, Connecticut

Herman M. Levy was installed as Chief Barker, Variety Club of Connecticut, Tent 31, in the Race-brook Country Club, Orange. Others installed were: Ben Simon, First Assistant Chief Barker; George M. Wilkinson, Jr., Second Assistant Chief Barker; Sam Germaine, Dough Guy, and Henry Germaine, Property Master. Lou Brown presented the retiring chief barker, Ray Wylie, with a gift in behalf of the club. Speakers were Colonel William McCraw, Texas; Hy Fine, Boston, and C. E. Lewis, New York. Those at the head table included Charles Smakwitz, Albany, and Maury Weiss. Arthur Lockwood, Boston, was toastmaster. There were 125 people in attendance. Among these were a large group from Boston, including Ben Rosenberg, Harry Browning, Chet Stoddard, Ed Cuddy, Lou Gordon, E. Sternberg, and others.

NEWS OF THE

Territory

New York City
Crosstown

The film exchange committee of the Joint Defense Appeal is now moving ahead in its efforts to mobilize support behind the JDA campaign of Greater New York, it was announced by Saul Trauner, branch manager, Columbia, chairman. The committee, part of the Joint Defense Appeal amusement division, includes Ben Abner, Warners; Lou Allerhand, MGM; Abe Dickstein, 20th-Century-Fox; Nat Goldberg, U-I; Edward Mullen, United Artists; William Murphy, Republic; Jack Pearly, Paramount; Jack Safer, Monogram; Herman Silverman, RKO, and George Waldman, Eagle Lion Classics.

Bosley Crowther, motion picture critic, The New York Times, was the special guest speaker at a meeting of the Film Board of Trade. Introduced by Louis Nizer, counsel to the board, he made an off-the-record talk on censorship and motion picture attendance. A question and answer period followed.

John K. Hilliard, chief engineer, Altec Lansing Corporation, left for a six-week trip to Europe for the purpose of surveying the development of microphones and loudspeakers in the principal countries of Europe.

Phil Reisman, RKO vice-president in charge of foreign distribution, returned to the home office following a tour of the company's offices in South America. . . . Margaret Sheridan, east with Winchester Productions' publicist "Scoop" Conlon, on Howard Hawks' "The Thing," left for Wilmington, N. C. to be "queen" of the annual Azalea Festival. . . . Thor Heyerdahl arrived by plane to be honor guest at the American premiere of, "Kon-Tiki," Sutton.

Interboro Circuit announced the resignation of supervisor Samuel Handler, associated with the organization for 15 years. Handler is leaving the industry to enter the real estate field in Long Island. In an effort to obtain closer coordination between the theatres and the home office, the following managers will now have local supervisory duties. Those being promoted are: Herman Slepian, Clifford Loth, James Pisapia, Richard Berner, and Abraham Vallet. Lew Preston, with the organization for 25 years, is not affected by the changes, and remains in his capacity as a supervisor.

The amusement division, United Jewish Appeal will hold a "father-and-son" luncheon on May 3 to set its campaign for overseas Jewish aid into high gear, it was announced at a meeting of the executive committee of the division by Sam Rosen, Fabian Theatres, and Abraham Schneider, Columbia, UJA division chairmen. Guests of honor at the lunch-



Aiding in the advance promotion of U-I's "Up Front," premiered recently at Loew's State, New York City, Tom Ewell, left, starred in the film, meets Walter Schoenfeld, who served with the 45th Division in Africa and Sicily with Bill Mauldin, GI cartoonist-writer, whose best-selling book inspired the picture.

eon will be past chairmen of the UJA amusement division, Barney Balaban, Jack Cohn, Matthew M. Fox, S. H. Fabian, Billy Rose, Fred J. Schwartz, and Albert Warner.

Herbert Horn, RKO general manager for Germany, arrived for his annual home office conferences with Phil Reisman, vice-president in charge of foreign distribution.

Al Kahans, Metro manager, Thailand and French Indo-China, was in for conferences with home office executives of Loew's International Corporation.

Bernard Brooks is now doing the buying and booking for the Hollowbrook, Peekskill.

Cy Seymour, formerly with National Screen Service, is now associated with Harry and Sam Goldstone, Famous.

Cinema Lodge, B'nai B'rith, observed a Presidents' Night at the Hotel Astor with Tony Martin as guest of honor. In a special feature, several of Cinema's outstanding members of the past year were presented with B'nai B'rith citations by the various Cinema Lodge past presidents, Alfred W. Schwalberg, Arthur Israel, Jr., Irving Greenfield, Adolph Schimel, Jack H. Levin, Robert M. Weitman, S. Arthur Glixon, and Saul E. Rogers. Those receiving citations included Leo Jaffe, Henry Randel, Myron Sattler, Richard Malkin, Milton Living-



Upstate New York Warner Theatre managers in Syracuse at a recent "April Shower of Showmanship" meeting, at which zone manager Charles A. Smakwitz presided.

**"Home-I-Tis" Featured
In Schine Campaign**

GLOVERSVILLE—The Schine Circuit has inaugurated a co-op ad campaign in three upstate cities in an effort to entice patrons back to out-of-the-home entertainment.

Plans call for the extension of the newspaper-radio drive to other cities in which Schine houses are operated. The campaign, conceived and organized by Gus W. Lampe, Schine general manager, features the coined word, "Home-I-Tis," described as "A chronic condition of discontent and boredom caused by habitually staying at home." The towns first getting the campaign are Auburn, Oswego, and Watertown.

Some of the catch lines being used are "Are You A Slave To Your Home?"; "Mister, Why Not Take The Chains Off Your Wife?"; "Family In A Rut?" etc. The ad series points out that the movies have color NOW, and highlights the super-size of theatre screens as compared with television, as well as the relaxing comfort of the theatre. Bumper strips, window cards, table tents, radio spots, four trailers, and 40 x 60's for the theatre lobbies are all being used in the campaign being participated in by restaurants, night clubs, taverns, taxi companies, parking lots, gas stations, candy and sandwich shops, etc.

In the final details of drafting the campaign Lampe was ably assisted by Bernard Diamond, assistant to L. W. Schine; Seymour Morris, advertising and publicity director, and Lou Hart, zone manager, Northern New York.

ston, Jack Weissman, and Robert K. Shapiro.

The Gotham, 950-seat Times Square house, recently operated by Brandt Theatres, was taken over by Israel Zatkan, general manager, Lane Circuit. The house will be closed for extensive alterations and redecorating, and reopen late this month. A new name for the house is being contemplated by Zatkan.

Tom Baldridge, MGM field representative for Charlotte and Washington, D. C., was in for a conference with Dan S. Terrell, head of the company's exploitation forces. . . . Jesse Lasky, co-producer, MGM's "The Great Caruso," arrived from the coast.

Presentation of special plaques honoring Bette Davis and Gregory Peck as the outstanding actress and actor of the year was made to Spyros P. Skouras, president, 20th Century-Fox, at the company's home office. Awards were based on a popularity poll run by Ted Rodis, Pilgrim, and Bert Green, Ogden.

William M. Pizor, vice-president, Lip-pert Productions, Inc., left by plane for an extended trip throughout Continental Europe. . . . Producer-director C. Ray Stahl and his bride, actress Martha Hyer, are honeymooning in Bermuda, following their marriage in New York at the Little Church Around the Corner. . . . Lillian Bramson, secretary to Ethel Black, U-I purchasing agent, became engaged to Julius Pomeranz.

Mrs. Jeannette B. Israel, 80, mother of Arthur Israel, Jr., assistant treasurer, Paramount Pictures, passed on.

New Jersey Asbury Park

Two managers in the Walter Reade organization received new assignments. Clark Jordan, former manager, Reade's St. James, has been moved to Long Branch, N. J., where he will direct both the Paramount and the Strand. Jordan replaces H. L. Robinson, ordered to Eatontown, N. J., to manage Reade's Eatontown Drive-In.

Newark

Jack Barrett, manager, Wellmont, Montclair, N. J., had a special screening on "Stars In My Crown." . . . J. V. Stark, manager, Castle, Irvington, N. J., hummed songs at a recent show, and children were asked to guess the titles. . . . Bernard Silverman, manager, Brantford, was married to Sylvia Kingsley.

Perth Amboy

The Ditmas, owned by Irving Goldstein and J. J. Buchbinder, was destroyed by fire. No one was in the building at the time. The loss was estimated at \$200,000.

New York Albany

Nicholas John Matsoukas, campaign director for the drive to raise \$5,000,000 for the Will Rogers Hospital, Saranac Lake, told the Variety Club that he hoped the \$65,000 collected in the Christmas Scroll Salute would be "doubled or tripled." He urged industry-wide support in the five-year campaign. Saul J. Ullman, upstate general manager, Fabian Theatres, was elected permanent exhibitor chairman for the district while Charles L. Dortic, Columbia manager, was named distributor chairman.

The Autovision Drive-In was leased by Fabian Theatres from Neil Hellman, who purchased it from David Willig.

Articles of incorporation were filed with the office of the Secretary of State for Colchester Theatre, Inc. Directors are: Marvin H. Bull, Wallace M. Wyn-



Max E. Youngstein, UA vice-president and national director of advertising, publicity, and exploitation, recently conferred in New York with Mercedes McCambridge, star of "The Scarf," on plans for the picture's campaign.

koop, and Donald C. Weber, all of Downsville.

Nate Dickman, Monogram branch manager, Bob Adler, office manager-booker, and Ray Pashley, salesman, Buffalo and Albany, attended the regional sales meeting in New York. . . . Harold Strassman, New York, owner, State, Glens Falls, has taken over the Eagle from Joe Grand. . . . Fred Piel and William Donato will operate the Rustic Drive-In, West Sand Lake, this season in the absence of their partner, Joe Jarvis, Jr., now in the army. . . . Mary Bigley, secretary to Max Friedman, Warner Theatres' film buyer, announced her engagement to Jack Moore, Watervliet. . . . Harry Berkson, Monogram franchise holder, Buffalo and Albany, held conferences with executives of Warner Theatres and Schine, Gloversville. . . . Ralph Mauro, manager, National Theatre Supply, announced installation of new Simplex projection and sound equipment in the Mount McGregor Veterans Rest Camp, outside Saratoga, and equipment in the new Kallet house, Solvay, near Syracuse. . . . Harry Aranove, veteran Warner booker, has been promoted to office manager, succeeding Carl Hart, now selling. Howard Secor, assistant shipper, has been appointed booker. . . . May Finin, Warner Theatres' telephone operator, spent several days at Notre Dame visiting her son, Brother William Finin, CSC. . . . Carl Dortic, RKO office manager, has been recalled to active duty, and will leave on April 13. Dortic,

a first lieutenant in the last war, is slated to report to Connally Field, Tex., on May 10. . . . Upstate Theatres is now buying and booking for Alex Papyanakos' American, Canton; Moonlight Drive-In, Pottsdam, and Ideal Drive-In, Canton. . . . Al Kane, Paramount assistant division manager, and Eddie Fitzgerald, Buffalo branch manager, were visitors. . . . June VanSlyke is the new addition to Loew's office staff. . . . Morris Lefko, RKO district manager and Frank Drumm, aide to Nat Levy, conducted a sales meeting. . . . Donna Stafford, 20th Century-Fox clerk, spent a week visiting with her husband, stationed at Fort Campbell, Ky. —M. E. B.

Buffalo

"Bingo" in the Academy was suspended pending a decision by License Director John P. Rollek on the amusement license of the Old Vienna. The cases of the two theatres are parallel, and both amusement places were included in the original notice of hearing but the Academy hearing was canceled as a result of the suspension. The annual amusement licenses of both theatres will expire on May 31. The Old Vienna pays \$150 a year for its license and the Academy \$125. The stipulation ending "Bingo" playing in the Academy, for the present at least, was signed by Corporation Counsel Fred C. Maloney, and Samuel E. Chasin, attorney for the Jay-Phil Company and Hyman Abrams, Academy.

Nat Levy, Frank Drum, and Morris E. Lefko, were in for a sales confab in RKO with branch manager Jack Chinell and sales staff. . . . Condolences go to Mrs. Michael Papero, former secretary to Jack Chinell, RKO branch manager, and her husband, on the passing of their infant baby girl, born three weeks ago. . . . Manager James Michael, son of Dewey Michael, had a special preview of "Trio" at his Mercury with proceeds given the Philharmonic Orchestra.

Frank Davidson, projectionist, Shea's North Park, announced his retirement. His local film friends will miss him. . . . Bert Ryde, business representative, Local 233, and wife, Lillian, returned from Tucson, Ariz. . . . Charles Cannon, projectionist, Schines' Riverside, joined the navy. . . . The Mercury enlarged its candy stand.



Gertrude Berg, starred in Paramount's "Molly," recently made an exploitation trip to Buffalo, where she was hostess at a luncheon for press and radio representatives, and among those present were, from left, Mrs. Dorothy Shank, WEDR; James E. Eshelman, city manager, Buffalo Paramount Theatres; Eli Jacobs, The Jewish Review; Charles B. Taylor, advertising manager, Paramount Theatres; Dick Kemper, Dipson Circuit, and Sid Mesibov, Paramount exploitation manager, who handled arrangements.

Condolences go to Nell O'Connell, Warners' head inspectress, on the sudden passing of her brother. . . . Second Lieutenant Edward K. O'Shea, Jr., husband of Mrs. E. K. O'Shea, Jr., Buffalo, and son of E. K. "Ted" O'Shea, vice-president, Paramount Film Distributing Company, now with the marines, was wounded in Korea. After his release from the Marine Hospital Base, he will be shipped to San Francisco for plastic surgery. The O'Sheas' many friends are pulling hard for his speedy recovery. A brother, James H., has just been ordered back to duty.

Anthony Z. Landi, associate producer of "The Scarf," I. G. Goldsmith's Gloria Film Production for United Artists, arrived to assist in promotion activities for the film.

Paul A. Vogt, 54, secretary-treasurer, Local 10, and a staff member at Shea's Buffalo, died in Veterans Hospital after an illness of seven weeks.

William Brereton, publicist, Lafayette, made 10,000 people "Valentino"-conscious when he arranged with the Arthur Murray dance studio to conduct a Valentino tango before that many persons at the annual Firemen's Ball in the municipal auditorium.

The Heart Waves of Charity, women's branch, Variety Club, held a card party and white elephant sale. Proceeds from parties and club activities were put to a very worthy cause for the cerebral palsy clinic in completely redecorating the treatment room, hall, and dining room, and furnishing 14 pairs of new draperies. The women of South Buffalo, are donating their services in making draperies, and all club officers and members are working hard to keep donating to the clinic. If anyone has a miniature studio piano around the theatre or home, donate it or sell it cheaply for needy little palsy children. Notify Marian Gueth, secretary, Motion Picture Theatre Owners of New York State, Inc., 505 Pearl Street, Washington 7772, or Garfield 6833, and someone will pick it up.
—M. G.

Port Washington

For "At War With The Army," Joseph Kennedy, manager, Skouras' Beacon, had an aide dressed in army fatigue uniform sitting in the outer lobby peeling potatoes; four flasher light displays in various stores; notices on the junior and senior high school bulletin boards and in three grade schools; and distributed 5,000 hearlds, the cost of which was paid by an advertiser. As a "Brotherhood Week" feature, he had the audience addressed by a Negro minister, an Episcopal minister, and a rabbi. He also had the colors of various veterans' organizations displayed on the stage and in the lobby. For a special sponsored Easter kiddie party, four cooperating merchants distributed free admission tickets, for which they paid.

Rochester

Robert Davis, manager, Dipson-Lyell, was promoted to the New Bradford, Bradford, Pa. Frank Bassett, in from the Bailey, Buffalo, is the new exec. . . . John Thomas, manager, Arnett, re-



Bob Shapiro, manager, Paramount, New York City, receives from Gerry Murray, roller derby skater, the first lemon drop to be distributed in connection with the Damon Runyon Fund—"Lemon Drop Kid" guessing contest recently held at the Paramount for the opening of Paramount's "The Lemon Drop Kid." The campaign included a tieup with the New York Chiefs, popular roller derby team.

signed, and Clayton Cornell, public relations chief, Slotnick-Cohen Theatres, took over temporarily.

Manager Jerry Baker, RKO Palace, heavily promoted the 20th Century-Fox feature on the Kefauver committee hearings. He was aided by publicity man Bill Vilas, New York.

The Auditorium lobby had a two-day showing of paintings by John C. Minihan. . . . Downtown theatres donated passes to be used as prizes in an anti-jay-walking campaign.

James Card, manager, Dryden, gave a lecture on "The Development of Screen Comedy" with a showing of early Mack Sennett films. . . . Charles Reeves, stage manager, Eastman, since 1933, has been with the house since it opened in 1922.

William Thompson, Lyric, who likes gardening as a hobby, plans to build himself a new home. . . . Abe Harris, MGM representative, aims to be helpful with advice on film bookings.

Beaumont Newhall, Dryden, reported the two Wednesday night film lecture series completely sold out. Each series runs eight weeks.

A Rochester exhibitor has proved to his own satisfaction that kindred rather than contrasting films are better box-



Authentic reproductions of Polynesian masks were among the special decorations recently used by New York City's Roxy for 20th-Fox's "Bird of Paradise."

office, that success of package shows of two comedies, two westerns, or two mysteries are no accident, and bookers with their usual extreme opposites of film fare on the same program are way off the beam.

Leonard Campbell, recently denied reelection after 20 years as president, musicians union, resigned, and said he planned to live in Florida.

Jerry Baker arranged a unique radio contest over WHAM for "The Thing," with announcer Mort Nusbaum giving a clue each day for contestants invited to write a 15-word essay on what it is for \$200 in prizes.

—D. R.

Syracuse

Si Evans, New York, was in doing a good advance publicity job helping zone manager Harry Unterfort, Schine Theatres, and James Graziano, Paramount manager, on "Up Front" and "Air Cadet." . . . Schine's Eckel was billing an all Academy Awards show, "All About Eve," "Why Korea," and "Beaver Valley." . . . James Bird is the new student assistant doorman, Schine's Palace, Eastwood. . . . Gus Lampe, general manager, Schine Theatres, and Seymour Morris, home office, were in looking over local houses.

Edward Fitzgerald, veteran stage hand, employed at Schine's Paramount, before retirement, died. "Eddie," as all fondly knew him, was a charter member of the stagehands' local.

Harry Wiener, manager, Schine's Eckel, is liable to become known as The Shepherd, due to his adoption by the thorobred black lamb which he used for "Bambi" and "So Dear to My Heart." Wherever Wiener went the lamb was sure to follow, and, on its return to its owner, it actually refused to eat.

We were glad to hear of the promotion given Jack Flex by Alliance Theatres, Terre Haute, Ind., city manager. . . . Stuart Grossman, son of Sidney Grossman, Elmwood, visited his grand parents, Mr. and Mrs. Ned Kornblite, in Binghamton during the Easter holidays. . . . Jack Karp, Cameo, has been in Memorial Hospital but is making a nice recovery.

James Maloney, former student assistant manager, RKO-Keith's, was in from Selma, Ala., where he is training with the Army Air Forces. . . . Carroll Blair, electrician, RKO-Keith's was on the sick list.

Mrs. Kathleen "Sis" Dixon is back at Keith's. . . . Sue Harris, now Mrs. Carr, resigned from Keith's. . . . Peggy Brennan, Keith's, was busy working out new color schemes in her new home.

We wonder why the big smile is carried around by Sol Sorkin, manager, Keith's? Could it be a reflection from the boxoffice receipts? . . . Eric Nordheim, engineer, Keith's, returned from a Florida vacation. . . . William Swortsfigure, superintendent, Keith's, was reported to be winning the battle with the flu and pneumonia.

—J. J. S.

EYEING THE

Exchanges

NEW YORK—The Warwick Hotel was the site of Monogram's eastern regional meeting last week when executives from the studio and eastern offices attended the meetings presided over by general sales manager Morey Goldstein.

MGM—Jo Ann Cohen, former employee, was around. . . . Film examiner Charlotte Cowan was in Philadelphia. . . . George Smith took time out for an operation. . . . May Burke, film inspectress, celebrated grandson Tom's fourth birthday. . . . Film examiner Louise Brunette spent a weekend in Atlantic City.

RKO—Branch manager Phil Hodes was accepting birthday congratulations on April 6. . . . Biller Frances Atlas was ill. . . . Lou Falkoff, formerly of Bell, is the new booker.

BONDED—Film room supervisor Harry Newman was back after being sick. . . . Film examiner Helen Dover left. . . . Illness kept floor lady Mary Einfrank off the job. . . . Winnie Ceglia, film inspectress, left. . . . Film examiner Bea Petrasino was laid up by illness.

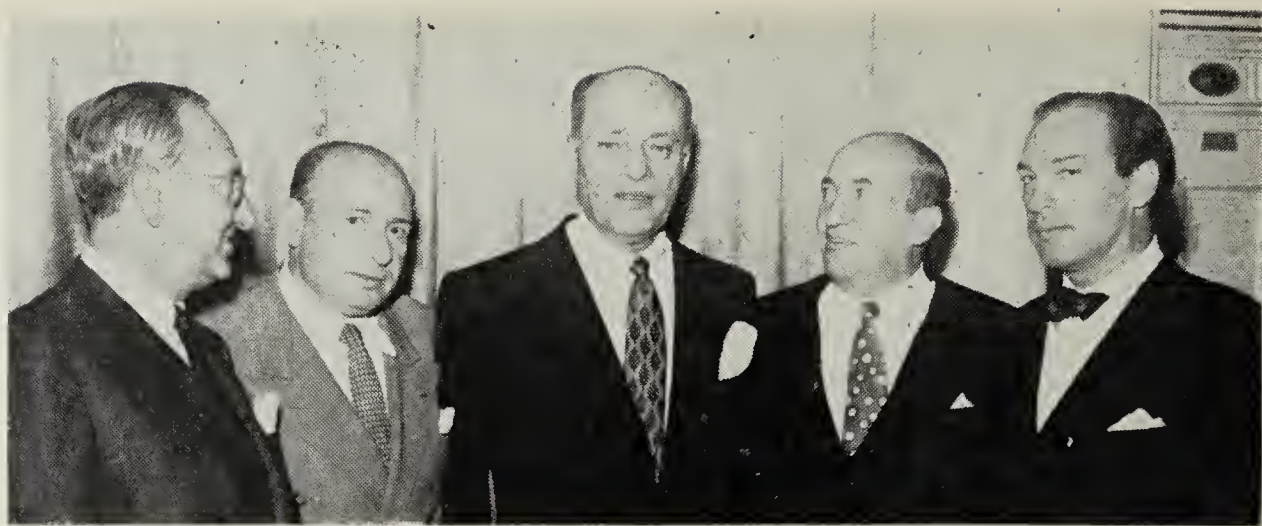
ELC—Al Trilling, booker, was surprised when his wife and daughter presented him with a ring. . . . Booker's assistant Marilyn Silverman was a year wiser on April 2.

UNITED ARTISTS—Secretary Joan Roche was back after that Florida respite. . . . The office staff had its picture taken. . . . Exhibitor Louis Martin, Majestic, Paterson, N. J., was in, and Stanley Sobelson, West End, Newark, N. J., was seen around.

(Sorry, Abe Dickstein is not with United Artists, as erroneously stated recently. He is at present branch manager, 20th-Fox.—Ed.)

20TH-FOX—Shipper Jerry Goldstein will pass another milestone on April 13. . . . Everyone is pulling for the quick recovery of sales manager Alex Arns-walder's wife. . . . Matilda Newman, film examiner, is back after being sick. . . . The box-office statement department's Dick Miller threw a little party before he took the matrimonial leap on April 7. . . . Anne Jones, secretary to Abe Dickstein, was having a bout with the virus. . . . Dorothy Nelson, inspectress became a grandma.

BOOKER'S BIOG—Ben Drexler came to work as a booker for the Brandt office in June 1941, and is still serving in that capacity. Handsome Ben is married, and has two children, Michael David and Betty Irva. Interested in community affairs, Drexler is a member of the Parent Teachers Association and the Police Athletic League. An all-around athlete in school, he played baseball and football at Jefferson and Textile High Schools, and is a graduate of St. Johns Univer-



Shown at the Hotel Astor, New York City, at the recent amusement division luncheon on behalf of the Joint Defense Appeal of the American Jewish Committee and the Anti-Defamation League, B'nai B'rith, are, from left, Abe Montague, vice-president and general sales manager, Columbia; Al Lichtman, vice-president 20th-Fox, and chairman, JDA home office committee; George Dembow, vice-president, National Screen Service; Harry Brandt, chairman, JDA campaign cabinet, and Leonard Goldenson, head, United Paramount Theatres, and chairman, JDA exhibitors committee.



Eastern division and branch managers present at the recent Eagle Lion Classics sales convention in New York City were, from left, front row, Mannie Brown, Buffalo; Albert Glaubinger, Cincinnati; Robert Richardson, Cleveland; Sanford Gottlieb, Philadelphia, and second row, Frank Fisher, Canada; Max Cohen, Washington; John McKenna, New York City; George Waldman, metropolitan district manager; Harry Segal, Boston, and, standing, Art Levy, Pittsburgh; Jack Bellman, national circuit contact; Charles Amory, art film unit head, and Murray Kaplan, contact manager.



Fred Meyers, newly appointed New York metropolitan district manager and circuit sales head, UA, is officially inducted in his post at the company's New York City branch office by Nat Nathanson, eastern division manager, and William Heineman, vice-president in charge of distribution. Others in the picture include William Schutzer, David Burkan, Harold Kimmel, Tony Agoglia, Pat Marcone, office manager; Ed Mullen, acting branch manager, Ben Levine, and Max Youngstein, ad-publicity head.

sity. He still can turn in a great game of table tennis, taking a backseat to no one, except his son. With all his other activities, Drexler still finds time to be very active in the Bookers Club, and is at present serving as second vice-president.

RAMBLIN' 'ROUND—U-I Booker Fred Mayer has been placed in charge of selling tickets for the Bookers Club theatre party on May 23. The tickets for "A

Tree Grows In Brooklyn," range from \$5 to \$12.50. . . . Booker Hal Rosen and his wife celebrated 15 years of happy married life on March 29. . . . Rube Jackter, assistant general manager, Columbia, is on a Florida respite. . . . Republic's Miss Pistko is back on the job after a vacation. . . . Edith Miller is the new typist at Favorite. . . . Booker Gloria Korn's marriage plans are moving along nicely.

—ARNOLD FARBER



Lester Wurtele, Columbia branch manager in Philadelphia, is seen recently presenting flowers to Patricia Medina upon her arrival to make personal appearances for the opening of "Valentino," as actor Anthony Dexter looks on.

NEWS OF THE

Territory

Philadelphia Crosstown

The Stanley Company of America sold the Vernon to the Rudomar Realty Company for \$252,000. Included in the sale is an adjoining parking lot in the rear. The buyer will convert the property into stores and offices. The Vernon was originally built in 1910, and was for years known as the Germantown.

Dick Pitts, COMPO editorial director, will be the principal speaker at the annual spring luncheon of the Philadelphia Motion Picture Preview Group at the Warwick Hotel on May 3.

20th-Fox's "I Can Get It For You Wholesale" was given a sneak preview at the Fox.

Vine Street

Columbus Stamper, veteran exhibitor, is still confined to Shore Memorial Hospital, room 316, Somers Point, N. J., following his accident, and will be there for a few more weeks. Cards sent to him would certainly be appreciated.

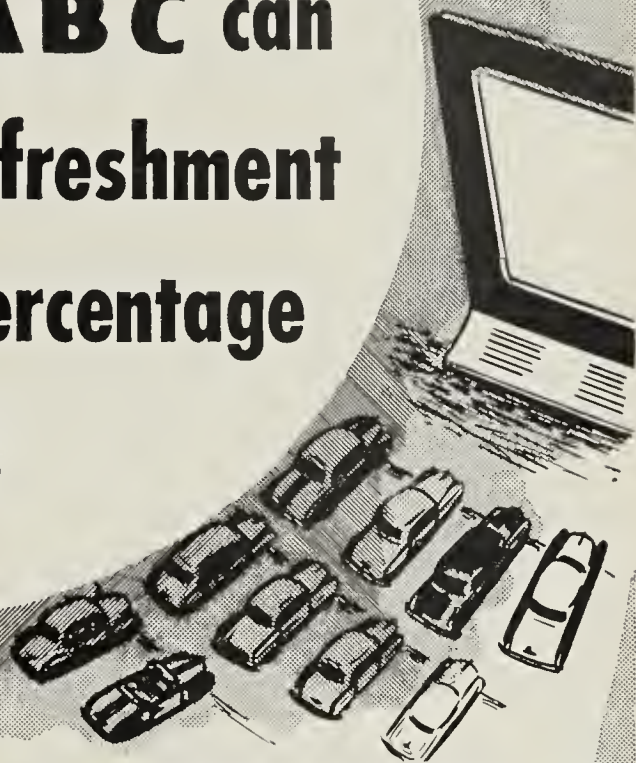
Herman Margles reached Miami Beach, Fla., on his southern jaunt. . . . Milt Young, Columbia exploiter, in Minneapolis, postcarded that Bill Brooker joined him in sending greetings.

Morgan Hudgins, travelling MGM ambassador for "Quo Vadis," was in at MGM to discuss the background of the picture before an invited group, winding up with a showing of slides highlighting the spectacle. Richard Mayers, MGM publicist, extended the invitations. Hudgins, who worked as a unit publicist during the filming, held the attention of his listeners throughout.

Booking for the Reading Drive-In and Mt. Penn Drive-In is now being handled by Fabian Theatres.

Drive-ins!

**BERLO'S ABC can
boost YOUR refreshment
sales to top percentage
per patron!**



**A. Berlo applies to YOUR operation
new ideas developed in ANY Berlo
concession!**

**B. Berlo sales help is trained and
supervised by experts.**

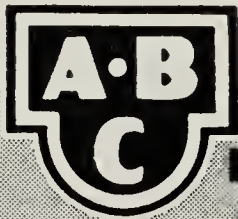
**C. Berlo systems carefully control
stock and cash.**

**BERLO MERCHANDISING METHODS
ARE TODAY DELIVERING THE
HIGHEST PER-CAPITA SALES IN THE
AMUSEMENT BUSINESS.**



**WE CAN PROVE OUR STORY
IN 10 MINUTES.**

Write or Phone—



BERLO VENDING CO.

333 S. BROAD STREET, PHILADELPHIA 7, PA.

**Operators
of Major Park
Concessions**

Berlo is now operating all food
concessions at the mammoth
Cleveland Stadium — added
proof of Berlo's greater
effectiveness.

Bill Humphries was in Temple Hospital. . . . The wife of John Schaeffer, Boxoffice salesman, was doing nicely although still hospitalized. . . . Dave Jaffe, Y and Y Popcorn Supply, is Florida bound, on business, he says.

In case anyone is interested, Jack Jaslowski is handling the Academy winning documentary film, "The Titan." . . . His many industry friends were interested in the appointment of Variety Club First Assistant Chief Barker Victor H. Blanc as assistant district attorney in the forthcoming grand jury probe of reported police bribery.

Jerry Pickman, head of national advertising, publicity and exploitation, Paramount Pictures Corporation, was in for meetings with exhibitors to discuss forthcoming Paramount product. The discussions are in line with Pickman's policy of periodically getting out into the field to meet personally with exhibitors, and discuss the problems involved in merchandising pictures. While in Philadelphia, Pickman will meet with exhibitor representatives. He was accompanied by Sid Mesibov, Paramount's exploitation manager, and Mike Weiss, special field representative.

Max Miller has now become UA exploiter in the territory, shifting over from ELC. His friends were pleased to hear of the move.

The testimonial luncheon given by the Motion Picture Associates in honor of Lester Wurtele, recently appointed branch manager, Columbia, on April 9 at the Warwick looked like a decided success. Chairman of the affair was Nat Rosen, 20th-Fox. Details will appear in the next issue of EXHIBITOR.

Circuits Stanley-Warner

The following is a letter received by Irving Blumberg, assistant publicity department, who recently became a father, from Everett Thorner, special representative, motion picture division, and former motion picture exploiter:

Hello, proud parents, "Hope that you're Painting The Clouds With Sunshine now that you have completed Operation Pacific with a Pretty Baby girl. Remember that Only The Valiant can tolerate a child crying on the Night Beat. If necessary, use Force Of Arms. Tell



Part of the recent campaign by Gerry Wollaston, Fabian's State, Harrisburg, Pa., on Warners' "The Enforcer" was a novel portable sandwich-board display.

her that The Damned Don't Cry, and sing her to sleep with the Lullaby Of Broadway. See that she is Caged at one year and plays with a Colt .45. At two, you'll have a Storm Warning. She is now at The Breaking Point and your home will become a Glass Menagerie. At four, keep her away from any Young Man With A Horn. Just say Goodbye My Fancy and Barricade the door. At five, your story-telling should include The West Point Story. In her teens, have her travel along Highway 301. Go sightseeing at Raton Pass and Rocky Mountain, and visit Dallas, Fort Worth, Dodge City, and Virginia City. Act The Politician and be The Enforcer at all times. It is your duty to see that she stays on The Side Of The Law. Otherwise, she'll end up Inside The Walls Of Folsom Prison, San Quentin, or Alcatraz Island. At 20, arrange to have her marry either Jim Thorpe, All American or Captain Horatio Hornblower. Have them meet accidentally as Stranger On A Train or on A Streetcar Named Desire. The marriage proposal will come On Moonlight Bay. Before you know it—There will be 50 Years Before Your Eyes."

Cordially,
Everett Thorner,
special representative
motion picture division

"P. S. Also be sure to have her join 'The March Of Dimes'." (Plug).

Milt Young sent a card to the publicity department from Minneapolis during his tour with Anthony Dexter. However, the star took ill, and Milt Young flew home to beat his card back. . . . Marie

Leon Stern Joins Charles Amsterdam

PHILADELPHIA — Charles Amsterdam announced that Leon Stern, in the business for 28 years, had been made secretary-treasurer, Charles Sweet Company, in addition to being a partner.

He starts in on his new post on April 15. Currently, Stern and Mrs. Stern are vacationing in Florida.

Stanton is the new receptionist on the fourth floor, replacing Polly Kinnett. Publicity department secretary Hortense Shalita took the latter to lunch, and presented her with a corsage on behalf of the other girls on the fourth floor. . . . Kay McNammee, Ted Schlanger's secretary, has been doctoring to discover the cause of her recent illness. . . . Toba Friedman, Lester Krieger's secretary, was birthday-partied. . . . Irving Lomis is back working for the company in the booking department. . . . Jeanne Dunav, Ted Minsky's secretary, is back after a short leave of absence.

District of Columbia Washington

Counsel for Walbrook Amusement Company told the Fourth Circuit Court of Appeals last fortnight that the right of a distributor to select his own customers "is still both a valuable right and a lawful one." The Windsor is appealing a decision of the Maryland District Court throwing out its anti-trust suit against the Walbrook.

Anthony Dexter, whose p.a. tour for Columbia's "Valentino" was interrupted in Minneapolis when the star was stricken with flu, is in a Los Angeles hospital under doctor's care. Dexter was unable to fulfill local and Richmond, Va., commitments on doctor's orders.

William B. Zoellner, head MGM's short and newsreel sales, was in.

Delaware Wilmington

Bobby Carpenter's Kerry Drive-In will open in May, according to William B. Russell, the manager. . . . Robert P. Maclary's Pleasant Mills Drive-In is scheduled to reopen on April 13. . . . Dick Edge, manager, Pike, Claymont, who recently became associated with Hallmark, has been assigned to the Delaware, New Jersey, eastern Pennsylvania, and New York area. . . . Russ Gackenbach, manager, S-W Grand, was back full of praise for the Veterans Hospital, Elsmere, following his pneumonia. . . . Benjamin Shindler, manager, Ace, vacationing in Florida, was expected home. . . . A. Joseph DeFiore, manager, Park, extended operations one day, and the house is now operating Wednesday through Sunday. —HENRY L. SHOLLY

Maryland Baltimore

Ted Routson, publicity manager, Town, had the newspapers and radio stations



Robert T. Marhenke, manager, Hiway, Essex, Md., reports that his Saturday matinee business has doubled since inaugurating "The Matty King Stage Revue." Seen at center at microphone is David McAllister, master of ceremonies, while, at right, is John J. McGraw, blind pianist, who runs the show every week with clock-like precision.

do most of the ball carrying for his campaign on Columbia's "Valentino."

Mrs. Keith Shellman Palmore, daughter of Mr. and Mrs. Jacques Shellman, was married to L. B. Smith, and, after receiving guests at the home of the bride's parents at a reception, started on a trip to Florida and the Bahamas. . . . Through arrangements made by Richard Worman with the Columbia Democratic Club, the public was invited to see two films at an "Atomic Survival Meeting" at the Eureka.

Arthur B. Price, recent winner of the nomination for president, City Council, received a margin of 1,236 votes over his nearest competitor, according to the official count. Price was for long an exhibitor and a film salesman.

Through the cooperation of The Baltimore News-Post, the big benefit stage and screen show put on at the Monroe to help raise funds for the Dicus Tragedy Fund will probably prove to be one of the best ever given at a neighborhood. Operators of this theatre are Joe Walderman, Morris R. Oletsky, Morton H. Rosen, and John G. Volz. They have worked hard to bring the affair to success.

John Smearman, who was managing director, Durkee Circuit, Republic, Capitol, and Circle, Annapolis, Md., died. Sincere sympathy is extended.

—JACQUES SHELLMAN

Centerville

Voters have approved Sunday movies. The issue won by 320 to 133.

Leonardtown

Bob Wentworth, manager, New, tied up with the Chamber of Commerce for the second annual "April Fool's Day Sale." . . . In a tieup with a department store, the New is now giving away \$25 worth of merchandise one night a week. . . . The Sky Line Boys, radio artists from WFMD, Frederick, Md., were set for a personal at the New. . . . Boys and girls attended the 16th annual Easter egg frolic and hunt of the Sidney Lust



Benny Harris, American Film, Philadelphia, recently received an autographed copy of Father James Keller's book, "You Can Change The World," from Father Keller in appreciation of the manner in which he is handling the local distribution of the picture of the same title.

Theatres, Hyattsville, Md., and in Prince George's County, Md., co-sponsored by the Kiwanis Club, Magruder Park, Hyattsville. . . . George Morgan Knight, Jr., area correspondent, EXHIBITOR, expects big things from "Wonderful Girl," now being heard on local airwaves from the Warsaw, Va., radio station.

Pennsylvania East Greenville

Harvey H. Blank, partner in the Grand, died at the home of his partner and son-in-law.

Hershey

Although an AFL union called a strike of 1,100 employes of various Hershey interests companies, a show in the Hershey-owned Community was staged as scheduled.

Lebanon

George W. Eckerd, Jr., 63, father of George W. Eckerd, III, manager, State, died in New Bloomfield, Perry County. He was active in the business in Bloomfield for 35 years, operating the theatre there until his retirement because of illness. His son was assistant manager before coming to the State.



Present at Paramount's recently held mideastern division sales meeting in Pittsburgh were, standing, left to right, Cincinnati branch manager William Meier; Robert Weber, assistant to the division manager; division manager Howard Minsky; booker John Navoney; salesman Harold Henderson, salesman Charles Mergen, booker-salesman Melvin Mann, Washington branch manager Al Benson, Washington sales manager Herbert Thompson, salesman Robert Caskey, Philadelphia sales manager Herb Gillis, field representative Milton Hale and Cleveland branch manager Harry Buxbaum, and, seated, Pittsburgh office booking manager Harry Passarell, exploitation manager Sid Mesibov, field representative Mike Weiss, Pittsburgh branch manager Dave Kimmelman, Detroit branch manager Mike Simon, Detroit sales manager John Himmelmeim, Philadelphia branch manager Ulrik F. Smith. Main topic was new company product.

TRADE SCREENINGS

PHILADELPHIA

MGM (1233 Summer) Apr. 12, 11, "The Great Caruso" (Mario Lanza, Ann Blyth, Dorothy Kirsten) (Technicolor).

WARNERS (230 N. 15th) Apr. 23, 230, "I Was A Communist For The F.B.I." (Frank Lovejoy, Dorothy Hart, James Mincean); May 2, 230, "Along the Great Divide" (Kirk Douglas, Virginia Mayo, Walter Brennan).

RKO (250 North 13th) Apr. 18, 230, "Tokyo Joe 212" (Florence Mary, Robert Peyton, Japanese cast) (Made in Japan).

Reading

The two drive-ins this area are open for the season. The Reading Drive-in reopened with changes of shows four times a week. The Mt. Penn Drive-in announced its reopening, programs to change three times a week.

Eugene Plank, manager, Ritz, for the past half year, will return to the Reading Drive-in as manager, a position he held for the past two years. Earl Arnold, a veteran in theatrical affairs, more recently manager, Regent and Strand, Elmira, N. Y., has succeeded Plank at the Ritz. . . . Manager of the Mt. Penn Drive-In for the new season will be Melvin Katz, formerly manager of a Warner house in Pottstown.

Virginia Lynchburg

Mrs. Monica Wilson, wife of Monogram star Whip Wilson, was released from General Hospital, to which she had been taken for treatment of injuries received in an automobile accident near here. Meanwhile, her husband, only slightly injured in the crash, is continuing a personal appearance tour through the south.

Richmond

Everybody was disappointed when the personal appearance of Anthony Dexter and Patricia Medina was called off on account of the illness of Dexter. The Byrd and State made a tieup with the Arthur Murray Studios whereby the Valentino tango was danced on the stage by a talented team of professionals. . . . A special screening of "Follow the Sun,"

PROGRESSIVE ELECTRIC CONSTRUCTION CO., Inc.

240 N. 13th STREET • PHILADELPHIA 7, PA.

THEATRE INSTALLATIONS
and MAINTENANCE

ARTIFICIAL LEATHER

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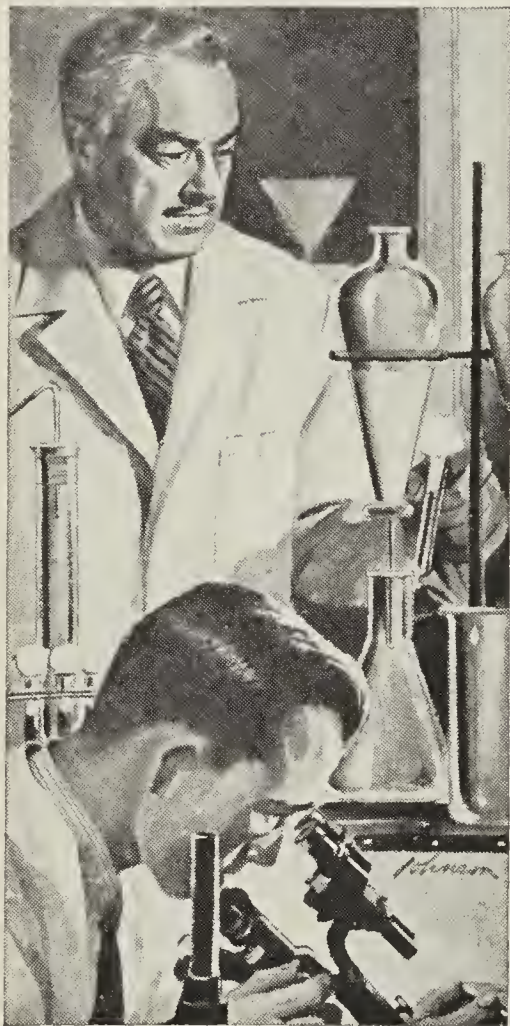
Will not crack or peel—

All colors—Write for samples and prices.

JOHN P. MORGAN CO., INC.

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STRIKE BACK
AT CANCER



through
RESEARCH
that saves lives

In the past six years, the American Cancer Society has devoted \$16,856,000 to the support of *Research*, chief hope of millions of threatened cancer victims. Science has given us improved techniques in diagnosis and treatment that have saved thousands of lives. Your contribution to the Society also supports *Education* and *Service* to the cancer patient.

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Mail your contribution to
"CANCER" in care of
your local post office



Seen at a recent sales meeting at the Warner home office in New York City were, left to right, starting from back, Haskell Masters, Canada; F. D. "Dinty" Moore, central; Howard Levinson, legal department; Ben Abner, metropolitan New York branch manager Hall Walsh, prairie; W. O. Williamson, southeast; Doak Roberts, southwest; Harry Seed, midwest Robert Smeltzer, mid-Atlantic; Norman Ayres, eastern; Henry Herbel, west coast, and Roy Haines, western division sales manager of the company.

was held at the Byrd for sports writers, golf pros, etc.

Bobby Hatcher, Lee manager, received a big story during the showing of "Macbeth" about students coming to town from as far away as Roanoke Rapids, N. C., to see the picture. . . . Mary Doane, Byrd Berlo counter attendant, returned from a visit with her daughter in Jacksonville, Fla.

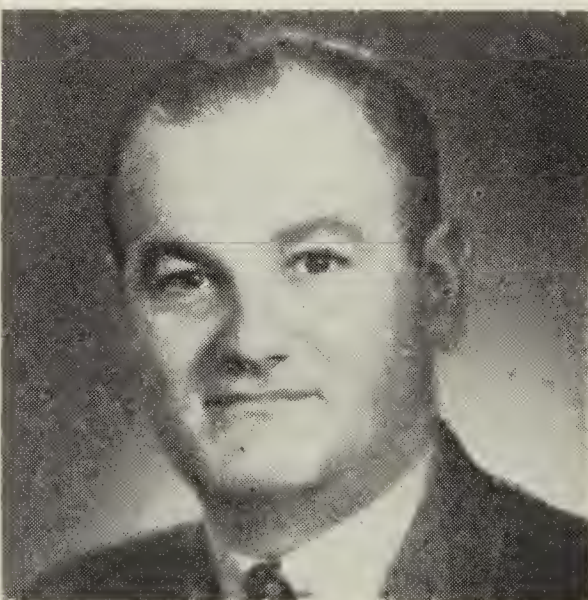
Gwen Hill, Byrd staff, was sick, and Shirley Lowry substituted. . . . Mrs. Charles Hann, wife of the Byrd projectionist, is spending a month in Florida with relatives.

Sid Zins, Columbia exploiter, was in ahead of "Valentino," Byrd and State.

Arthur W. Rice, photographer, formerly of Hollywood and a personal friend of the late Rudolph Valentino, loaned a number of his personal photos of Valentino to Miller and Rhoads, which made a special window display for "Valentino," Byrd and State.

John Payne helped launch Virginia's 1951 cancer campaign for \$242,000 at a dinner in Petersburg attended by several hundred state and local campaign workers.

Jimmy Mathews, Westover projectionist, has been very sick. . . . Clarabell,



W. J. Hutchins, new National Theatre Supply Company branch manager in the Philadelphia territory, comes here from New Haven, succeeding Ralph Pries.

the clown, made personal appearances at the Westhampton.

LaVerne Shipp, formerly in show business in San Antonio and Seminole, Tex., is now connected with Neighborhood Theatre, Inc., as relief manager. . . . Vernon Thacker, maintenance engineer, State, visited Lynchburg.

Arthur B. Holmes, Colonial maintenance, has been sick, Herbie Layne substituting. . . . Jewel Fink, Park, was in the hospital, Mary Thompson filling in.

Everett Lynwood, Colonial staff, was sick. . . . Clyde Collier, manager, Arlington, district, leaves to go into the National Guard. . . . Wade Pearson, Arlington district manager, Neighborhood Theatre, Inc., was in accompanied by Bruce Terwilliger.

Charles Traylor is a new manager in the Arlington area. . . . Johnny Stevens was transferred from the Cameo, Bristol, to manage the Lee, Falls Church.

Thora Kindle, former manager, Brookland, is now managing the Buckingham, Arlington. . . . Jack Taylor and John Telstad resigned as managers in the Newport News area.

For "Bird of Paradise," Stewart Tucker, State manager, secured several good tieups. Included were a full window display in C. O. Allet Travel Agency, Cook's Tours, Miller and Rhoads balcony, counter card, banners on news company trucks tying up with Photoplay magazine, two column ad in the paper by the Arthur Murray School, blouse tieup with LaVogue shop, window display, ukuleles, and Hawaiian music in Virginia Record Shop window, teaser trailers, and window cards. A local florist furnished "Bird of Paradise" flowers several weeks ahead of opening, placed in the lobby with an appropriate sign.

—S. T.

Variety Clubs
Tent 13, Philadelphia

"Circle Of Danger" was screened through the courtesy of Eagle Lion Classics.

ALLIED ARTISTS

I Was An American Spy (AA-19)

DOCUMENTARY
MELODRAMA
85M.

ESTIMATE: Okeh exploitation bet.

CAST: Ann Dvorak, Gene Evans, Douglas Kennedy, Richard Loo, Leon Lontoc, Chabing, Philip Ahn, Marya Marco, Nadene Ashdown, Lisa Ferraday, Howard Chuman, Freddie Revelala. Produced by David Diamond; directed by Lesley Selander.

STORY: When Pearl Harbor is bombed, and the people of Manila are warned that the Philippines will be next, Ann Dvorak, night club entertainer, and Nadene Ashdown, her small daughter by her deceased husband, await anxiously Douglas Kennedy, her soldier sweetheart, who has promised to marry her. They are separated but are rejoined, and married. Hiding in the woods, Dvorak meets Gene Evans, now in command of guerrilla outfit. They see Kennedy brutally murdered by the Japs. Dvorak swears revenge, returns to Manila, under Jap martial law, and assumes the identity of Lisa Ferraday, her entertainer friend, killed in an air raid. Dvorak is able to supply information to the hidden guerrillas, who relay it to the U. S. forces. Finally, she is trapped, tortured by the Japs, and sentenced to death. When invasion goes into full swing she is rescued, and decorated for her bravery.

X-RAY: Interesting all the way, this has been given an okeh production and has a creditable performance by Dvorak, and while Evans, seen in "The Steel Helmet," does not have too big a role his name can be used for added marquee appeal. The documentary facts can be exploited, and while discriminating fans may find it not up to the standards of more expensively mounted spy dramas, in the general run this should get by nicely. The film is based on a story by Claire Phillips and Myron B. Goldsmith. Two songs are heard, "Because Of You" and "Tokyo Ondo."

AD LINES: "The Philippine Guerrillas In Action"; "See War In The Raw—The Death March Of Bataan—Jap Atrocities"; "The Thrilling Story Of A Real American Heroine."

COLUMBIA

Whirlwind (354)

WESTERN
70M.

ESTIMATE: Good Autry.

CAST: Gene Autry, Smiley Burnette, Gail Davis, Thurston Hall, Harry Lauter, Dick Curtis, Harry Harvey, Gregg Barton, Tommy Ivo. Produced by Armand Schaefer; directed by John English.

STORY: Postal Inspector Gene Autry, also known as the "Whirlwind," meets Smiley Burnette to investigate rancher Thurston Hall, suspected of running a crime syndicate. Autry antagonizes Hall but later tries to get closer to him through Hall's niece Gail Davis. Autry also tells Hall that he has \$50,000 to spend for a ranch, and clinches his case against Hall when Burnette finds part of a postal bond, from a recent holdup, on Hall's ranch. Hall learns Autry's true identity, and sends some of his men to kill him, and after a wild stage-coach ride the two killers crash, and are mortally wounded. Before one of them dies, he tells Autry that Hall killed Davis' father, and that the ranch really belongs to her. Autry rounds up Hall and the gang, and leaves, knowing that Davis now owns the ranch.

X-RAY: In addition to the usual amount of western action, a good script and some

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SECTION TWO
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character development make this one of the better series entries. There are some excellent outdoor shots aided by sepia. Songs heard include: "Whirlwind" and "Tiddle O Twill." This was written by Norman S. Hall.

TIP ON BIDDING: Usual series price.

AD LINES: "Gene Autry Battles The Largest Crime Syndicate In The West"; "On Which Side Of The Law Was The Dreaded 'Whirlwind'?" "The U. S. Mail Rode With Death As A Passenger."

MONOGRAM

The Lion Hunters (5109)

ADVENTURE DRAMA
72M.

ESTIMATE: For the lower half.

CAST: Johnny Sheffield, Morris Ankrum, Ann Todd, Douglas Kennedy, Smoki Whitfield, Robert Davis, Woodrow Strode. Produced by Walter Mirisch; directed by Ford Beebe.

STORY: Morris Ankrum, daughter Ann Todd, and ruthless Douglas Kennedy hunt lions. Jungle boy Johnny "Bomba" Sheffield warns the hunters to leave the jungle. Kennedy becomes angry, and attempts to kill Sheffield. When the native porters run off, the hunters go to the next village for help, and see the chief's son being mauled by a lion. They shoot, and Kennedy accidentally kills the boy. Afraid to tell the chief, they convince him that the lion was the killer. After the party leaves, the chief learns the truth, and is about to send his warriors after them when Sheffield arrives, and says that he will remove all the hunters' weapons, and force them to leave the jungle. After Sheffield takes the guns, the chief, still seeking vengeance, has his men drive a number of lions directly through the hunters' camp. Kennedy is killed, but Sheffield arrives in time to save the others.

X-RAY: This "Bomba" story has the usual amount of tree swinging, natives, and animal fights. Regular fans of this series should find enough here to be satisfied. The screen play is by Ford Beebe.

AD LINES: "Trapped In The Jungle With No Weapons By Furious Natives"; "The Lion Hunters' Soon Became The Hunted"; "Johnny Sheffield As The Jungle Boy, 'Bomba'."

RKO

They Got Me Covered

FARCE
94M.

(Goldwyn)

(Re-release)

ESTIMATE: Re-release has names to help.

CAST: Bob Hope, Dorothy Lamour, Lenore Aubert, Otto Preminger, Edward Ciannelli, Marion Martin, Donald Meek, Phyllis Ruth, Philip Ahn, Donald MacBride, Mary Treen, Bettye Avery, Margaret Hayes, Lary Byrne, William Yetter, Henry Guttman, Florence Bates, Walter Catlett, John Abbott, Frank Sully. Produced by Samuel Goldwyn; directed by David Butler.

STORY: Bob Hope, news correspondent in Russia, is fired. At the Washington agency, he gets Dorothy Lamour to give him company money to pay John Abbott, foreign agent, for a scoop on Axis sabotage. Abbott is pursued by Gestapo aides. Hope, Lamour, and a chum, Phyllis Ruth, become involved, and Ruth gets the story in her own type of shorthand. Gestapo aides grab the book. Ruth is kidnapped. Hope chases, Lamour lending an assist. Axis heads, Otto Preminger, Edward Ciannelli, and Philip Ahn, assisted by Lenore Aubert, attempt to discredit Hope, but he gets wise, learns what is what, and eventually the whole crowd is rounded up, and Hope becomes a hero.

X-RAY: When first reviewed in THE SERWISECTION in January, 1943, it was said: "Backed by the name draw and plenty of laughs, this will get into the higher grosses. It isn't always as hilarious as it ought to be, but the customers won't mind, for the show has all the angles for the boxoffice. Hope has his usual type of gag comedy, and, although the story by Leonard Q. Ross and Leonard Spigelgass and screen play by Harry Kurnitz are not as good as it might be, there is no question about this one's ability to click. One song, 'Palsy Walsy,' is sung by Martin."

TIP ON BIDDING: Usual reissue price.

AD LINES: "One Of Bob Hope's Greatest Laugh Hits Brought Back For Your Re-enjoyment"; "Gags, Laughs, Thrills In One Of The Craziest Pictures Of All Time"; "A Cast Of Favorites In A Laugh Riot."

Up In Arms

COMEDY MUSICAL
105M.

(Goldwyn)

(Color by Technicolor)

ESTIMATE: Reissue has names to sell.

CAST: Danny Kaye, Dinah Shore, Dana Andrews, Constance Dowling, Louis Calhern, George Mathews, Benny Baker, Elisha Cook, Jr., Lyle Talbot, Walter Catlett, Richard Powers, Margaret Dumont, Donald Dickson, Charles Arnt, Charles Halton, Tom Dugan, Sig Arno, Harry Hayden, Charles D. Brown, Maurice Cass, Fred Essler, Rudolph Friml, Goldwyn Girls. Produced by Samuel Goldwyn; associate producer, Don Hartman; directed by Elliot Nugent.

STORY: Danny Kaye, hypochondriac, is drafted along with his pal, Dana Andrews. Constance Dowling thinks that Kaye is a

nice chap, but she really loves Andrews. Dinah Shore, friend of Dowling and a fellow-nurse, is in love with Kaye. After their basic training period, they find themselves at a port of embarkation. Shore, who joined the Army Nursing Corps, is to go along. Dowling becomes a stowaway. Kaye finds out Dowling's true feelings toward him, and has to be content with Shore. After a mix-up Kaye ends up in the brig. On shore, he escapes, runs into an advance patrol of Japs, but he turns the tables on them. He is greeted as a hero, but is also submitted to a psychiatric examination, from which the psychiatrist emerges a wreck.

X-RAY: When first reviewed in *THE SERVECTION* in February, 1944, it was said: "Kaye's individual specialties will have audiences clamoring for more . . . Audiences will be captivated by this dynamic bundle of fun . . . The support is okeh, with Shore a standout on the musical delivery. The Technicolor is captivating and Elliot Nugent's direction is good. Music heard includes: 'Now I Know', 'Tess' Torch Song', 'All Out For Freedom', 'Melody In 4F', and 'Mania Depressive Pictures Presents'." This is based on "The Nervous Wreck," by Owen Davis.

TIP ON BIDDING: Usual reissue price.

AD LINES: "Color, Comedy, Romance, Pretty Girls, Galore In This Big Danny Kaye Hit"; "He's The Comedy Sensation Of The Nation"; "Brought Back For Your Reenjoyment."

REPUBLIC

Heart Of The Rockies (5047)

WESTERN
67M.

ESTIMATE: Okeh Rogers.

CAST: Roy Rogers, Penny Edwards, Gordon Jones, Ralph Morgan, Fred Graham, Mira McKinney, Robert "Buzz" Henry, William Gould, Rand Brooks, Foy Willing and The Riders Of The Purple Sage. Produced by Edward J. White; directed by William Witney.

STORY: Highway engineer Roy Rogers is building a road with the help of a group of young first offenders from a model work camp. Powerful rancher Ralph Morgan opposes them. Morgan's foreman, Fred Graham, secretly stealing cattle from the ranch, convinces Morgan that by starting a crime wave, and making it look like the boys from the camp are behind it, he will be able to stop the road. Rogers and Morgan's niece, Penny Edwards, try to make him change his mind about the camp but fail. Graham's men pull a series of jobs, including the murder of camp warden William Gould. Graham then kills Morgan after he discovers that Graham had been rustling his cattle. Rogers starts out after the gang, and with the help of the boys from the camp, captures Graham and the rest of the mob.

X-RAY: In addition to the usual shooting, riding, and fighting, this has added some social significance. Stress has been placed on the need to rehabilitate young first offenders. Some good exhibition riding, including a square dance on horses, helps maintain interest. Songs heard include: "Rodeo Square Dance", "Wanderin'", "Heart Of The Rockies", and "Prairie Country." This was written by Eric Taylor.

AD LINES: "Roy Rogers Battles To Keep Death Off The Road"; "Singing . . . Shooting . . . Suspense . . . See Roy Rogers In 'Heart Of The Rockies'"; "A Thrilling Story Of A Bunch Of Tough Kids Fighting For A Second Chance."

The Servisection Is the Only Service Of Its Kind Giving A Full Coverage, Listing and Reviews Of All Features and Shorts Released In the Domestic Market.

20TH-FOX

Half Angel (116)

COMEDY
77M.

(Color by Technicolor)

ESTIMATE: Mild programmer will need benefit of the name draw.

CAST: Loretta Young, Joseph Cotten, Cecil Kellaway, Basil Ruysdael, Jim Backus, Irene Ryan, John Ridgeley, Therese Lyon, Art Smith. Produced by Julian Blaustein; directed by Richard Sale.

STORY: Nurse Loretta Young has a split personality. During the day she despises wealthy lawyer-philanthropist Joseph Cotten but subconsciously she is in love with him since childhood days. Young falls asleep, and, with her subconscious mind taking over, goes to Cotten's home, and enchants him. Then she leaves. This results in a confusing situation. After various episodes, both Young and Cotten discover the truth. However, since Young's conscious mind is master during the day, and she is set to marry John Ridgeley, things are tough. On the night before the wedding, her subconscious takes over, and Young marries Cotten but leaves him next morning to marry Ridgeley. Cotten arrives in time, tells the facts, and Young's subconscious finally takes over permanently, with the usual clinch.

X-RAY: While this has two star draws and some amusing moments, it misses for the most part because the use of the conscious and subconscious angles just don't jell. The mixture will be confusing to most audiences, and while the players make a stab at bucking the script, and there are some romantic moments between Cotten and Young, it just doesn't come off. Young looks as gorgeous as ever, Cotten is competent, and there is ample support from Cecil Kellaway, as Young's father; Basil Ruysdael, as an understanding doctor, and others. There is one song, by Young: "My Castle In The Sand." The story was written by George Carleton Brown.

TIP ON BIDDING: Program price.

AD LINES: "A Lady By Day . . . A Madcap By Night"; "She Was 'Half Angel' . . . But The Other Half Was More Interesting"; "She Spent Her Nights Sleeping . . . Until She Suddenly Discovered She Was Doing Other Things."

The Kefauver Crime Investigation (137)

COMPILATION
52M.

ESTIMATE: Compilation of crime hearings has plenty of selling angles.

CREDITS: Produced by Edmund Reek; narrated by Joe King.

STORY: Most of the newsreel camera footage to be seen here was shot principally at the New York hearings of the Kefauver Senate Crime Investigating Committee, which attracted so much widespread attention via television. Investigators Senator Estes Kefauver, Senator Charles W. Tobey, Senator Herbert R. O'Connor, Senator Lester C. Hunt, Senator Alexander Wiley and Chief Counsel Rudolph Halley are seen in action questioning witnesses Frank Costello, Ambassador William O'Dwyer, A. Anastasia, Virginia Hill Hauser, Frank Erickson, Jacob "Greasy Thumb" Guzik, and others. Senator Kefauver makes an address at the start as well as at the conclusion of the film outlining the committee's aims and hopes.

X-RAY: Millions saw most of this footage on television, and this release is aimed at primarily those who did not witness it and those who want to see the spectacle over again. There are some exciting moments, but, on the whole, this will

depend on the individual situation. The editing seems choppy, and variety seems to be sought here rather than continuity. There is no doubt that in order to cash in effectively on the subject, it should be played as rapidly as possible.

TIP ON BIDDING: Low bracket.

AD LINES: "The Complete Story Of The Kefauver Crime Committee In New York"; "Drama From Life Itself"; "The Kefauver Crime Committee And Its Parade Of Witnesses Brought To The Screen."

UNITED ARTISTS

The Man From Planet X

MELODRAMA
70M.

(Corwin)

ESTIMATE: Interesting pseudo-scientific melodrama is packed with exploitation angles.

CAST: Robert Clarke, Margaret Field, Raymond Bond, William Schallert, Roy Engel, Charles Davis, Gilbert Fallman, David Ormont. Produced by Aubrey Wisberg and Jack Pollexfen; directed by Edgar Ulmer.

STORY: Scotch scientist Raymond Bond informs reporter Robert Clarke, in love with his daughter, Margaret Field, that he has been observing a strange planet swinging closer to earth. Field stumbles on an odd space vehicle on the mist-covered moors one night, and learns that it is occupied by a weird creature from another world. It has over-sized features, is encased in something like glass, protected by death rays, and possessing strange hypnotic powers in bending earth objects to his will. The creature seems friendly, but William Schallert, another scientist, antagonizes him, and he prepares a radio signal beam to guide in other invaders. Clarke foils the plot with the aid of Roy Engel, local constable, Scotland Yard, and others. The creature soon misses his target, the earth, and becomes a planet without a home.

X-RAY: Another science fiction film attempt, written by the producers, Aubrey Wisberg and Jack Pollexfen, this is pure fantasy, and while students of science may find flaws in it, it does give the imagination free rein, and is good entertainment. Thrill aspects are achieved more through mood, with the setting on the Scottish mist-covered moors an asset, and a handling that raises the film above its low budget level. The cast is practically unknown, but the film has plenty to give it exploitation push to attract at the box-office. The direction by Ulmer keeps the plot moving, and is suspenseful at all times. A narration treatment is used during sequences denoting terror that strikes during the action.

TIP ON BIDDING: Program price.

AD LINES: "Can The Earth Be Invaded From Another World?"; "Are Other Planets Occupied?"; "An Engrossing Scientific Fantasy."

U-International

The Fat Man (120)

MYSTERY MELODRAMA
77M.

ESTIMATE: Picturization of popular radio show is okeh for the duallers.

CAST: J. Scott Smart, Julie London, Rock Hudson, Clinton Sundberg, Jayne Meadows, John Russell, Jerome Cowan, Emmett Kelly, Lucille Barkley, Robert Osterloh, Harry Lewis, Teddy Hart. Produced by Aubrey Schenck; directed by William Castle.

STORY: A California dentist is murdered in New York, and an x-ray plate is stolen.

Nurse Jayne Meadows appeals to private detective J. Scott Smart. In California, Smart learns that the plate belonged to Rock Hudson, and Smart traces him to John Russell, who tells Smart that Hudson had just left his home. Getting the cooperation of police lieutenant Jerome Cowan, Smart learns that Russell and an associate, Harry Lewis, are crooks, that Hudson was married to entertainer Julie London, that Hudson was in on a \$500,000 armored car robbery, for which he was sent to jail, and that in prison he roomed with Emmett Kelly, circus clown. Meadows stumbles on the identity of the killer, and is murdered. Smart discovers than an unidentified, badly burned body is that of Hudson, and that Kelly had blackmailed Hudson's confederates in the robbery, Russell and Lewis, for \$50,000, and had then killed Hudson. The dentist was then killed to prevent identification of the burned body via dental work. Smart and police battle it out with Russell, Lewis, and Kelly, and the latter two are killed.

X-RAY: With practically no marquee lure starwise, this has the radio ballyhoo to assist in the merchandising, and it should fit into the duallers. While there are several action scenes, emphasis is on plot development. The screen play is by Harry Essex and Leonard Lee, from a story by Lee.

TIP ON BIDDING: Program price.

AD LINES: "The Fat Man Comes To The Screen After Many Years"; "Murder Stalks 'The Fat Man'"; "When 'The Fat Man' Appears On The Scene Of A Murder, The Underworld Had Better Look Out."

WARNERS

Goodbye, My Fancy (024)

DRAMA
107M.

ESTIMATE: Overlong romantic drama has names to sell.

CAST: Joan Crawford, Robert Young, Frank Lovejoy, Eve Arden, Janice Rule, Lurene Tuttle, Howard St. John, Viola Roache, Ellen Corby, Morgan Farley, Virginia Gibson, John Qualen. Produced by Henry Blanke; directed by Vincent Sherman.

STORY: Congresswoman Joan Crawford accepts an invitation to return for an honorary degree from the school from which she was once expelled for staying out all night with Robert Young, present president. Life magazine photographer Frank Lovejoy reminds her of a romance they once had, and he takes on the assignment of photographing her weekend. Crawford arrives with her secretary, Eve Arden, and is also greeted by her old roommate, Lurene Tuttle, wife of Howard St. John, head of the board of trustees, which dominates Young's actions. Lovejoy tries to break up the romance that gets under way between Young and Crawford, and Crawford is a little ashamed of Young when she sees how he bows to St. John's every whim. Young regains some of his old spirit, and fights back, keeping a teacher that is going to be fired for his unorthodox teaching methods, and showing a film compiled by Crawford, despite St. John's protests. Crawford sees that she is still in love with Lovejoy, and she agrees that they both belong together, leaving Young to his school.

X-RAY: There is plenty of conversation here and a minimum of action or plot but the names will prove of assistance at the boxoffice as will the fact that the film was based on a fairly successful stage play by Fay Kanin. However, the entry, which is overlong, will need plenty of selling. The screen play is by Ivan Goff and Ben Roberts.

TIP ON BIDDING: Fair program price.

AD LINES: "Joan Crawford As A Fiery Congresswoman Is A New Experience"; "A Life Photographer Covers A Weekend With A Congresswoman, And The Result Is Romance"; "Congresswoman Joan Crawford Returns To Her Alma Mater For Romance On The Campus."

FOREIGN

God Needs Men

DRAMA
95M.

(AFE)

(French-made) (English titles)

ESTIMATE: Topnotch import for art and class houses.

CAST: Pierre Fresnay, Madeleine Robinson, Daniel Gelin, Andree Clement, Jean Brochard. Produced by Paul Graetz; directed by Jean Delannoy.

STORY: The inhabitants of a tiny island off Brittany try to supplement their meagre existence by causing ships to wreck on their shores. The only priest on the island leaves, and the simple people persuade church sexton Pierre Fresnay to take over some of the duties of the priest. After being forced to listen to the confession of a woman, Fresnay goes to the mainland, and begs Abbe Jean Delannoy to send a real priest, but his plea is refused. Returning, Fresnay is visited by Daniel Gelin, who tells him that he killed his insane mother, and that he wants Fresnay to give him absolution. After receiving what he thinks is a good omen, Fresnay tells the people that he will perform the mass. As he is about to start, Abbe Delannoy arrives with soldiers, who have come to investigate crimes. When one of the soldiers is sent to Gelin's house to be billeted, Gelin becomes frightened, and hangs himself. Fresnay tells the soldiers that Gelin killed his mother, and was behind all the other crimes. When the new priest refuses to bury Gelin, the islanders, led by Fresnay, go out in their fishing boats, and bury him at sea. Fresnay then tells the natives to return, and go to mass.

X-RAY: One of the better French productions, this is a strong art house attraction. Fresnay's powerful performance is supported by a fine cast. The screen play is by Pierre Bost and Jean Aurenche.

AD LINES: "One Of The Most Compelling Dramas Ever Filmed"; "Pierre Fresnay In A Powerful And Searching Story"; "A Moving Drama Of A Simple People's Quest For God."

The Joseph Schmidt Story

DRAMATIC
MUSICAL
76M.

(Arthur Davis Associates)

(German-made) (English titles)

ESTIMATE: Okeh import for the art houses.

CAST: Joseph Schmidt, Viktor de Kowa, Charlotte Ander, Fritz Kampers. Produced by Richard Oswald; directed by Richard Oswald.

STORY: Joseph Schmidt, short and ugly, is a singing sensation on radio and records. Schmidt falls in love with Charlotte Ander, who is fascinated by his voice, but she and Schmidt's best friend, Viktor de Kowa, fall in love. Schmidt is preparing to make his first appearance when he sees de Kowa and Ander kissing, and runs off. The show opens, and eventually Schmidt comes down the aisle singing, and is a tremendous success. After the show he forgives Ander and de Kowa.

X-RAY: Despite the poor quality of the print and the sound track, the lyric beauty of Schmidt's voice predominates. Story and the acting are adequate and the amount of music heard tends to limit its appeal. Many operatic and popular folk melodies are included. The screen play is by Richard Oswald and Ernest Neuback.

AD LINES: "Thrill To One Of The Greatest Voices Of All Time"; "A Story Of A Man Who Could Find Love In A Song"; "See The Film That Hitler Ordered Destroyed."

The Last Illusion

MELODRAMA
89M.

(Films International)

(German-made) (English titles)

ESTIMATE: Art house offering has limited appeal.

CAST: Fritz Kortner, Johanna Hofer, Rosemary Murphy, Lina Carstens, Ernst Schroder, Paul Hoffmann, Hans Fritz, Harold Mannl, Friedrich Domin. Directed by Josef von Baky.

STORY: After spending 15 years teaching at a university in California, Professor Fritz Kortner goes back to Germany to teach at his old university despite a warning that as a Jew he is not wanted in Germany. From his ex-wife, Johanna Hofer, he learns that their son does not know he is half Jewish. His first lecture is met with hostile silence by the students. Led by a professor jealous of Kortner's position, some demand Kortner's resignation. One of the student leaders, Ernst Schroder, Kortner's son, falls in love with Rosemary Murphy, who came from America as Kortner's assistant. At a reception to honor Kortner, the hatred and anti-Semitism come to the fore, and Kortner has a stroke. Hofer comes to him, and Schroder, still unaware of Kortner's identity, apologizes. Before Kortner dies, he learns that Schroder is his son.

X-RAY: Using English and German this rather wordy import attempts to present a picture of German youth and while it is a noble idea, it doesn't quite come off. Kortner gives a moving performance as the professor. Dealing primarily with anti-Semitism, this might go in some neighborhoods interested in the problem. The screen play is by Kortner.

AD LINES: "Why Did He Give Up A Secure Home In America To Return To Still Hostile Germany?"; "A Searching Study Of German Youth"; "He Returned To Germany To Discover That As A Jew He Was Still Not Wanted."

The Secret Brigade

DRAMA
78M.

(Artkino)

(Russian-made) (English titles)

ESTIMATE: Standard Russian entry.

CAST: Vladimir Druzhnikov, A. Khvilya, G. Glebov, V. Dorofeyev, G. Michurin, V. Solovyov, A. Fenin, Z. Stomma, V. Balashov, V. Maryev, I. Kondratyeva. Directed by A. Feinsimmer and V. Korsh-Sablin.

STORY: Partisan leader Vladimir Druzhnikov returns to a vital rail center, and tells the Nazis that he wishes to work for them. Only revealing his true identity to local Partisan leaders, Druzhnikov convinces the rest of the Russian workers that he has turned traitor, and perfects a small bomb. The Germans discover the plan to bomb many houses, and kill some of the Russians. Druzhnikov orders the bombings to be stopped, and, with the aid of old patriot G. Glebov, works out a plan to freeze the water supply, and thus cripple the entire depot. The Germans kill Glebov, and arrest Druzhnikov. As the Germans are about to kill him, Russian bombers put the depot out of commission. Druzhnikov escapes to lead Russian units.

X-RAY: This offers the routine Russian version of stupid Nazis and the heroism of the Soviet people. The action is repeatedly halted to allow for patriotic speeches. The screen play is by A. Movzon.

AD LINES: "A True Story Of Russian Guerrillas In Action"; "Stirring Saga Of Russian Heroism"; "Russian Partisans Battle The Nazi Hordes."

The Shorts Parade

TWO REEL

Comedy

WINE, WOMAN, AND BONG. Columbia—All Star Comedies. 15½m. Telling their wives that they are working late, Maxie Baer and Maxie Rosenbloom go to a night club, where they pick up two girls. The place is raided by the police, and the two Maxies are arrested, and spend the night in jail. When they are released, they go home, and convince their wives that they were heroes in a fire. However, a television news program shows them in the night club with the girls, and trying to escape the police. FAIR. (3424).

Documentary

CRUISE SHIP. RKO—This Is America. 16m. Happenings on a cruise to South America is the story, and leaving on the Santa Paula from New York, the passengers enjoy the facilities of the ship, which include a large pool, deck games, and formal and informal entertainment. At each stop the passengers become tourists, buy, and store up memories. The voyage back home is highlighted by a masquerade ball. This winds up as a good plug for the line whose vessel was used. GOOD. (13107).

LONE STAR ROUNDUP. RKO—This Is America. 15m. The camera visits a modern cattle ranch in Texas, and gives a detailed report. The ranch is filled with new autos, tractors, scientific breeding, and a private landing strip for planes. The main theme is that cattle ranching today is big business. GOOD.

ONE REEL

Color Cartoon

A BONE FOR A BONE. Warners—Merrie Melodies. 7m. Two polite gophers are enjoying a gin game when a tough dog decides to use the place to bury his bone. They politely ask the dog to take the bone elsewhere. However, he attacks the gophers. The polite little gophers soon make the dog sorry he started. FAIR. (7711).

BUNNY HUGGED. Warners—Bugs Bunny Special. 7m. When Bugs Bunny sees his boss being beaten by the wrestling champ, he takes his place. After a few disastrous attempts to meet the champ's brute strength, Bugs decides to use his brain. The battle soon becomes no contest, with Bugs completely demoralizing the thimble-witted champ. FAIR. (7722).

DRIPPY MISSISSIPPI. Paramount—Screen Songs. 7m. This entertaining and interesting cartoon history of the Mississippi River follows it from its source, and gives a little information about the river and the major cities. The bouncing ball then takes over for a version of the old song based on the spelling of Mississippi. EXCELLENT. (X10-4).

DUDE DUCK. RKO—Walt Disney. 7m. A bus load of girls and Donald Duck arrive at a Dude Ranch. The bored horses become excited at the sight of the girls, but the one assigned to Donald balks when he sees him. The horse fights Donald's efforts to ride him. After a long struggle, the horse succeeds in getting Donald trapped on the back of a wild bull. FAIR. (14110).

FAIR-HAIRED HARE. Warners—Bugs Bunny Specials. 7m. When a settler builds

his house over Bugs Bunny's prairie home, the rabbit goes to court to protest the encroachment of his property. The judge rules that Bugs and the settler shall share the property, with complete ownership going to the survivor, should one die. The settler tries to finish off Bugs, but his attempts backfire, and he and his house are blown skyward by a blast of TNT. GOOD. (7723).

HOLD THE LION PLEASE. Paramount—Noveltoons. 7m. Little Audrey wants to own a pet. Not having enough money, she goes to the zoo, and selects a lion to take home. She tries to disguise him as a dog but this doesn't fool the maid, who gets a rifle. Audrey faints, and the maid, thinking that she shot Audrey, says she would allow her to keep the lion. GOOD. (P10-6).

LITTLE ROQUEFORT IN MUSICAL MADNESS. 20th-Fox—Terrytoons. 7m. A cat steals into the music shop where Little Roquefort lives, and disturbs the mouse by loudly beating the drums. Little Roquefort belabors the cat with a variety of musical instruments until the intruder makes a hasty exit, and the mouse finally gets back to bed, only to be aroused by the alarm clock. FAIR. (5111).

ODOR-ABLE KITTY. Warners—Blue Ribbon Hit Parades. 7m. When first reviewed in THE SERVICESECTION of December, 1944, it was said of this Technicolor cartoon: "The kitty, taking a beating from the butcher, housewife, and dog, disguises himself as a skunk, and gets plenty to eat, but an amorous skunk is too much for her, and the windup finds her glad to be a cat again. GOOD." (7309).

SYMPHONY IN SLANG. MGM—Cartoons. 7m. This is one of the best cartoons from MGM in some time. A hep character gets to the Pearly Gates, and speaks in a language that no one understands. He is brought to Noah Webster, who is also confused. Then, as the character tells his story, the cartoons translate into actual fact the slang that is used, which makes one of the most novel subjects in some time. EXCELLENT. (W-245).

THRILL OF FAIR. Paramount—Popeye. 7m. Olive Oyl presses Popeye into service as a baby sitter for Swee' Pea while she enters her pig at the fair. Swee' Pea immediately wanders off through shooting galleries, across tight rope wires, etc., with Popeye always getting hurt. With the help of a can of spinach, Popeye finally brings the child back safely. GOOD. (E10-5).

Comedy

SO YOU WANT TO BE A COWBOY? Warners—Joe McDoakes Comedies. 10m. Western fan Joe McDoakes takes his wife to the theatre, and, as he watches the cowboy saga unfold, imagines himself in the place of the hero. He sings, plays a guitar, kills three Indians with one shot, and finally fights with the villain on a cliff. McDoakes comes out of his trance when he finds himself hanging on to the edge of the balcony. GOOD. (7404).

Musical

SCENES FROM RIGOLETTO. Artkino. 10m. A group of gypsy dancers and singers perform some of the dances and two of the famous arias from the well-known Verdi opera. The singing, which is done in Russian, is rather on the weak side, and the scratchy print and sound track do not add to the merits of this short. FAIR.

Novelty

CAMERA SLEUTH. MGM—Pete Smith Specialty. 10m. In serious vein, this follows the work of a private detective who uses a camera to get evidence of false insurance claims. He is shown on a case

involving a farmer who says he can't walk as a result of an accident. After months of work, the detective finally gets photographic proof that the farmer's claim is false. GOOD. (S-258).

FIXIN' FOOL. MGM—Pete Smith Specialty. 8m. Handy husband David O'Brien decides to make a new doorway. Things start off badly, and get worse. O'Brien accidentally walls in his son, gets the water and gas pipes mixed, and ruins the linoleum, and just about everything else in the house. GOOD. (S-257).

HORSE-HIDE HEROES. Warners—Vita-phone Novelty. 10m. Baseball fans will get a kick out of this nostalgic visit through the years to see some of the greats in action. The film highlights Ty Cobb, Lou Gehrig, Honus Wagner, John McGraw, Bob Feller, and many other diamond immortals, and ends with a tribute to Babe Ruth. GOOD. (7605).

KIDS AND PETS. Paramount—Pace-makers. 11m. Small fry decide to put on a pet show, and each member is busy preparing animals for the big show. There is a wide assortment of birds, dogs, monkeys, horses, rabbits, and more. The film keeps jumping back to two youngsters having a tough time convincing their duck that it should be entered. At the show, everyone is given a prize. Red Barbar does the commentary. GOOD. (K10-5).

A TRIP THRU SPACE. Hoffberg. 12m. While a commentator fills in the necessary links, shots of the universe, Venus, Mars, Saturn, the moon, and other aspects of the heavens are shown. This should have interest for those scientifically inclined, and will be tolerated by others. FAIR.

Color Sports

ROCKY EDEN. Warners—Sports Parade. 10m. The color camera takes in the splendor of the area in the Canadian Rockies set aside by the government for animals and other wild life. Shown are the beautiful falls, quiet lakes, and other magnificent views. There are some fine shots of animals. GOOD. (7506).

Sports

ARMY'S ALL-AMERICAN. Columbia—The World Of Sports. 10m. The camera picks up All-American end Dan Foldberg from the time he starts his day at West Point, and follows him through the activities of the typical day. The action then shifts to some highlights in the football career of Foldberg and the army team. GOOD. (3805).

ARROW ARTISTRY. 20th-Fox—Sports Reviews. 9m. Archery champion Andy Vail performs some mildly spectacular feats with bow and arrow, consisting mainly of breaking balloons held by pretty assistants, and shooting various targets while hanging from a low-flying helicopter. Mel Allen's punning commentary is about as silly as they come. FAIR. (3101).

Too Late To Classify

Features

The Thing

ADVENTURE DRAMA
86M.

(RKO)

ESTIMATE: Highly interesting, well-made exploitation entry.

CAST: Margaret Sheridan, Kenneth Tobey, Robert Cornthwaite, Douglas Spencer, James Young, Dewey Martin, Robert Nichols, William Self, Eduard Franz, Sally Creighton, James Arness. Produced by

(Continued on page 3058)

National Release Dates, Production Numbers On '49-'50; '50-'51 Features

(This is a listing of all production numbers and release dates, as made available by the companies, on 1949-50-1950-51 product, accurate to time of publication.—Ed.)

Allied Artists

(For 1949-50 listing, see Page 2990)

AA17 Southside 1-1000	Nov. 12
AA18 Short Grass	Dec. 24
AA19 I Was An American Spy	Apr. 15

Columbia

(For 1949-50 listing, see Page 2990)

301 Gasoline Alley	Jan.
303 The Texan Meets Calamity Jane	Nov.
304 When You're Smiling	Sept.
305 The Tougher They Come	Dec.
307 Counterspy Meets Scotland Yard	Feb.
308 My True Story	Mar.
310 King Of The Wild Horses (Reprint)	Apr.
311 Rookie Fireman	Oct.
312 Revenue Agent	Feb.
313 Chain Gang	Nov.
314 Flame Of Stamboul	Apr.
315 Smuggler's Gold	May
317 The Petty Girl	Sept.
318 Saturday's Hera	May
319 711 Ocean Drive	July
320 Valentino	Apr.
321 The Brave Bulls	Nov.
323 Harriet Craig	Nov.
324 Convicted	Aug.
325 Texas Rangers	Mar.
327 Al Jennings Of Oklahoma	Mar.
328 Between Midnight And Dawn	Oct.
329 Fury Of The Congo	Apr.
330 Santa Fe	Apr.
331 The Great Manhunt	Dec.
332 Emergency Wedding	Nov.
333 Operation X	Feb.
334 Stage To Tucson	Jan.
335 The Flying Missile	Jan.
336 Lorna Doone	Mar.
337 Dick Turpin's Ride	Mar.
339 When The Redskins Rode	Dec.
340 He's A Cackeyed Wonder	Dec.
341 Last Of The Buccaneers	Oct.
342 Pygmy Island	Nov.
343 Her Wonderful Lie	Feb.
344 Born Yesterday	Feb.
346 A Yank In Korea	Mar.
347 M	Mar.
351 Gene Autry And The Mounties	Jan.
352 Texans Never Cry	Mar.
354 Whirlwind	Apr.
361 Lightning Guns	Dec.
362 Raiders Of Tomahawk Creek	Oct.
363 Prairie Roundup	Jan.
364 Ridin' The Outlaw Trail	Feb.
365 Fort Savage Raiders	Mar.
366 Snake River Desperadoes	May
367 Bonanza Town	Dec.
The Vatican	Dec.
The Harlem Globetrotters	Dec.

Eagle Lion Classics

(For 1948-49 listing, see Page 2746)

001 The Black Book	Aug.
002 Black Shadows	July
003 Dedee	Aug.
004 Zamba	Sept.
005 Down Memory Lane	Aug.
006 The Story Of G.I. Joe	Sept.
007 Trapped	Oct.
008 Spring In Park Lane	Nov.
009 Port Of New York	Dec.
010 Passport To Pimlico	Dec.
011 The Hidden Room	Oct.
012 The Glass Mountain	May
013 The Gay Lady	Dec.
014 Sarumba	Jan.
015 The Perfect Woman	Apr.
017 Salt To The Devil	Jan.
018 The Sundowners	Feb.
019 The Great Rupert	Mar.
020 The Young Lovers (Never Fear)	Jan.
021 The Amazing Mr. Beecham	Feb.
022 Guilty Of Treason	Feb.
023 The Golden Gloves Story	Mar.
024 Boy From Indiana	May
025 The Torch	May
026 Destination Moon	Aug.
027 The Winslow Boy	May
028 The Red Shoes	Apr.
029 Kill Or Be Killed	Apr.
030 It's A Small World	June
031 Kind Hearts And Coronets	Apr.
032 The Jackie Robinson Story	May
037 The Kangaroo Kid	Oct.
044 High Lonesome	Sept.
045 Eye Witness	Sept.
050 Death Of A Dream	July
066 Timber Fury	June
069 The Fighting Stallion	Mar.
070 Forbidden Jungle	Mar.

071 I Killed Geronimo	Sept.
084 Federal Man	July
(1950-51)	
201 Rogue River	Nov.
202 Two Lost Worlds	Oct.
203 One Minute To Twelve	Oct.
204 Secand Face	Oct.
205 Prehistoric Women	Nov.
206 The Wicked City	Jan.
207 Circle Of Danger	Mar.
208 Mister Universe	Jan.
209 My Outlaw Brother	Feb.
210 Volcano	Feb.
211 Korea Patrol	Jan.
212 The Sun Sets At Dawn	Jan.
213 Skipalong Rosenbloom	Feb.
216 Golden Salamander	Dec.
260 Border Outlaws	Nov.
261 Fighting Rebel	Mar.
270 So Long At The Fair	Mar.
271 Golden Salamander	Mar.
272 Paper Gallows	Sept.
273 The Taming Of Dorothy	Sept.
274 Naughty Arlette	Sept.
828 Oliver Twist	Apr.
They Were Not Divided	Feb.
The Adventures Of Skipalong Rosenbloom	Feb.
Derby Winner	Feb.
When I Grow Up	Mar.
The Hoodlum	Mar.
Sioux Ambush	Mar.
The Blue Lamp	Mar.

(Reissues)

054 Tillie's Punctured Romance	May
055 Up In Mable's Room	Aug.
056 Twin Beds	May
057 Getting Gertie's Garter	May
058 Abroad With Two Yanks	Aug.

Lippert

(Screen Guild)

(For 1949-50 listing, see Page 2990)

5003 Little Big Horn	June
5006 The Steel Helmet	Feb.
5007 Kentucky Jubilee	May
5009 3 Desperate Men	Jan.
5011 Bandit Queen	Dec.
5013 Mask Of The Dragon	Mar.
5014 Stop That Cab	Mar.
5015 Fingerprints Don't Lie	Feb.
5016 Roaring City	May
5017 Danger Zone	Apr.
5018 Pier 23	Apr.

Metro-Goldwyn-Mayer

(For 1949-50 listing, see Page 2916)

101 A Life Of Her Own	Sept.
102 Devil's Doorway	Sept.
103 The Toast Of New Orleans	Sept.
104 Right Cross	Oct.
105 To Please A Lady	Oct.
106 The Miniver Story	Oct.
107 Diol 1119	Nov.
108 Two Weeks With Love	Nov.
109 King Solomon's Mines	Nov.
110 The Next Voice You Hear	Oct.
111 Mrs. O'Malley And Mr. Malone	Dec.
112 Pagan Love Song	Dec.
113 Watch The Birdie	Jan.
114 Grounds For Marriage	Jan.
115 Kim	Jan.
116 The Magnificent Yankee	Feb.
117 Vengeance Valley	Feb.
118 Cause For Alarm	Feb.
119 Three Guys Named Mike	Mar.
120 The Red Badge Of Courage	Mar.
121 Royal Wedding	Mar.
122 Across The Wide Missouri	Mar.
123 Inside Straight	Mar.
124 Father's Little Dividend	Apr.
125 The Painted Hills	May
126 Soldiers Three	Apr.
127 The Great Caruso	Apr.
145 The M-G-M Story	Mar.

Monogram

(For 1948-1949 listing, see Page 2875)

4901 Blue Grass Of Kentucky	Jan. 22
4902 Young Daniel Boone	Mar. 5
4903 County Fair	Aug. 6
4904 Blue Blood	Jan. 28
4905 The Lost Volcano	June 25
4906 Bomba And The Hidden City	Sept. 24
4907 Killer Shark	Mar. 19
4908 Big Timber	Sept. 10
4909 Jiggs And Maggie Out West	Apr. 23
4911 Joe Palooka Meets Humphrey	Feb. 5
4912 Joe Palooka In Humphrey Takes A Chance	June 4
4913 Blonde Dynamite	Feb. 12
4914 Lucky Losers	May 14
4915 Triple Trouble	Aug. 13
4916 Blues Busters	Oct. 29
4917 Father Makes Good	May 7
4918 Hot Rod	Oct. 22
4919 Snow Dog	July 16
4920 Call Of The Klondike	Dec. 17
4922 Square Dance Katy	Mar. 25
4923 The Silk Noose	July 9
4924 Sideshow	June 18
4925 West Of Wyoming	Feb. 19
4926 Mystery At The Burlesque	Apr. 16
4941 Gunslingers	Apr. 9
4942 Arizona Territory	July 2
4943 Silver Raiders	Aug. 20
4944 Cherokee Uprising	Oct. 8
4945 Outlaws Of Texas	Dec. 10
4946 Abilene Trail	Feb. 4
4951 Six Gun Mesa	Apr. 30
4952 Over The Border	Mar. 12
4953 Law Of The Panhandle	Sept. 17

4954 Outlaw Gold	Nov. 26
4955 Colorado Ambush	Jan. 14

(1950-51)

5101 Cavalry Scout	May 13
5107 Sierra Passage	Jan. 7
5109 The Lion Hunters	Mar. 25
5111 Bowery Battalion	Jan. 21
5112 Ghost Chasers	Apr. 29
5115 Rhythm Inn	Feb. 11
5117 Joe Palooka In The Squared Circle	Nov. 5
5120 Navy Bound	Mar. 4
5122 According To Mrs. Hoyle	May 20
5141 Man From Sonora	Mar. 11
5142 Blazing Bullets	May 6
5151 Wild Horse Prairie	Apr. 8
5152 Nevada Badman	May 27
5191 The Vicious Years	Feb. 18
5192 Gypsy Fury	Mar. 18
5199 A Modern Marriage	Oct. 15

Paramount

(For 1949-50 listing, see Page 2916)

5001 Fancy Pants	Sept.
5002 Union Station	Sept.
5003 Copper Canyon	Oct.
5004 Dark City	Oct.
5005 Tripoli	Nov.
5006 Let's Dance	Nov.
5007 Mr. Music	Dec.
5008 Cassino To Korea	Oct.
5009 Branded	Jan.
5010 Samson And Delilah	Mar.
5011 Molly (The Goldbergs)	Mar.
5012 September Affair	Feb.
5013 The Great Missouri Raid	Feb.
5014 At War With The Army	Jan.
5015 The Redhead And The Cowboy	Mar.
5016 The Mating Season	Mar.
5017 Quebec	Apr.
5018 The Lemon Drop Kid	Apr.
5019 Carrie	June
5021 Dear Brat	July
5022 Passage West	July
5023 Ace In The Hole	July
5024 Warpath	July
5025 A Place In The Sun	Nov.
5026 That's My Boy	Nov.
Trio	Nov.
Appointment With Danger	May
The Last Outpost	May

RKO

(For 1949-50 listing, see Page 2916)

101 Born To Be Bad	Aug.
102 Walk Softly, Stranger	Oct.
103 Outrage	Oct.
104 Bunco Squad	Sept.
105 Border Treasure	Sept.
106 Never A Dull Moment	Nov.
107 Experiment Alcatraz	Nov.
108 Rio Grande Patrol	Nov.
109 The Company She Keeps	Jan.
110 Gambling House	Jan.
111 Hunt The Man Down	Dec.
112 Double Deal	Jan.
113 Law Of The Badlands	Dec.
114 Hard, Fast And Beautiful	Mar.
115 Cry Danger	Feb.
171 Payment On Demand	Feb.
172 Tarzan's Peril	Mar.
His Kind Of Woman	Feb.
The Thing	Mar.
Best Of The Badmen	Mar.
My Forbidden Past	Apr.
Kon-Tiki	Apr.

(Reissues)

161 Bombadier	Sept.
162 China Sky	Sept.
163 Mr. Lucky	Aug.
164 The Lady Takes A Chance	Aug.
169 Tarzan And The Leopard Woman	Aug.
170 Tarzan And The Amazons	Feb.
Up In Arms (Reissue)	Feb.
They Got Me Covered (Reissue)	Feb.

(Specials)

151 Our Very Own	July
152 Edge Of Doom	Sept.
165 Joan Of Arc	Nov.
166 Mad Wednesday	Oct.
167 Vendetta	Dec.
191 Treasure Island	July

Republic

(For 1948-1949 listing, see Page 2876)

4901 The Kid From Cleveland	Sept. 16
4902 The Fighting Kentuckian	Oct. 14
4904 The Blonde Bandit	Dec. 16
4905 Sands Of Iwo Jima	Mar. 1
4906 Belle Of Old Mexico	Mar. 1
4907 Unmasked	Jan. 30
4909 Singing Guns	Feb. 24
4910 Tarnished	Feb. 17
4911 Federal Agent At Large	Mar. 10
4912 House By The River	Mar. 31
4913 Harbor Of Missing Men	Apr. 21
4914 Rock Island Trail	May 18
4916 Women From Headquarters	May 1
4917 The Savage Horde	May 22
4918 Destination Big House	June 1
4920 The Avengers	June 26
4921 Trial Without Jury	July 8
4922 Jungle Stampede	July 20
4924 The Showdown	Aug. 13
4925 Lonely Hearts Bandits	Aug. 29
4929 Prisoners In Petticoats	Sept. 15
4941 Bells Of Coronado	Jan. 6
4942 Twilight In The Sierras	Mar. 24
4943 Sunset In The West	Sept. 8

(Continued on page 3058)

Production Numbers

(Continued from page 3057)

4944	North Of The Great Divide	Nov. 15
4945	Trigger, Jr.	June 30
4946	Trail Of Robin Hood	Dec. 15
4951	Arizona Cowboy	Apr. 1
4952	Hills Of Oklahoma	May 1
4953	Redwood Forest Trail	Sept. 20
4954	Under Mexicali Stars	Nov. 20
4961	Powder River Rustlers	Nov. 25
4962	Gunmen Of Abilene	Feb. 3
4963	Code Of The Silver Sage	Apr. 7
4964	Salt Lake Raiders	May 1
4965	Covered Wagon Raid	June 30
4966	Vigilante Hideout	Aug. 6
4967	Frisco Tornado	Sept. 5
4968	Rustlers On Horseback	Oct. 23
4971	Pioneer Marshal	Dec. 23
4972	The Vanishing Westerner	Mar. 31
4973	The Old Frontier	July 26
4974	The Missourians	Nov. 25

(Deluxe Reissues)

808	The Castaway (The Cheaters)	
813	Rhythm Hits The Ice (Ice Capades Revue)	
4903	Change Of Heart (Hit Parade Of 1943)	
4908	Beyond The Border (Mexicana)	
4915	I'll Reach For A Star (The Hit Parade)	
4919	Music In The Moonlight (Ice-Capades)	
4923	Inside The Underworld (Storm Over Lisbon)	
4930	The Tiger Man (The Lady And The Monster)	
4931	The Underground Spy (The Red Menace)	

(Re-edited Re-releases)

4926	Join The Marines	Aug.
4927	The Leathernecks Have Landed	Sept.
4928	Come On Leathernecks	Aug.

(1950-51)

5001	Surrender	Sept.
5002	Hit Parade Of 1951	Oct.
5003	Macbeth	Oct.
5004	Rio Grande	Nov.
5005	California Passage	Dec.
5006	Belle Le Grand	Jan.
5007	Cuban Fireball	Mar.
5008	Oh! Susanna	Mar.
5009	Bullfighter And The Lady	
5023	Pride Of Maryland	Jan.
5025	Missing Women	Feb.
5026	Insurance Investigator	Mar.
5041	Spoilers Of The Plains	Feb.
5047	Heart Of The Rockies	Mar.
5051	Silver City Bonanza	Mar.
5052	Thunder In God's Country	Apr.
5058	Rough Riders Of Durango	Jan.
5059	Night Riders Of Montana	Feb.
5066	Buckaroo Sheriff Of Texas	

(Re-edited Re-releases)

5021	Gallant Thoroughbred (Someone To Remember)	Nov.
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20th Century-Fox

(For 1950 listing, see Page 2991)

(1951)

101	The Mudlark	Jan.
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102	The Man Who Cheated Himself	Jan.
103	Halls Of Montezuma	Jan.
104	Call Me Mister	Feb.
105	I'd Climb The Highest Mountain	Feb.
106	Sword Of Monte Cristo	Feb.
107	The 13th Letter	Mar.
108	Lucky Nick Cain	Mar.
109	Bird Of Paradise	Mar.
110	You're In The Navy Now	Apr.
111	I Can Get It For You Wholesale	Apr.
112	Follow The Sun	Apr.
113	Rawhide	May
114	Fourteen Hours	Apr.
115	On The Riviera	May
116	Half Angel	Apr.
117	House On The Telegraph Hill	June
118	Just One More Chance	June
137	Of Men And Music	Mar.
	Follow The Sun	May
	The Kefouwer Crime Investigation	Apr.

United Artists

(For 1949-50 listing, see Page 2719)

ROGELL

The Admlral Was A Lady	Aug.
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KRAMER

The Men	Sept.
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RATOFF

If This Be Sin	Sept.
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GOLDSMITH-CASPERY

Three Husbands	Nov.
The Scarf	Apr.

CELEBRATED

City Lights	Oct.
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STILLMAN-ENDFIELD

The Sound Of Fury (Try And Get Me)	Jan.
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(1950-51)

POPKIN

The Second Woman	Mar.
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ALLEN

New Mexico	May
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STILLMAN

Queen For A Day	Apr.
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SIRK

The First Legion	May
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EAGLE

The Prowler	May
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ROBERTS

He Ran All The Way	Apr.
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WILDER

Three Steps North	June
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SPIEGEL

African Queen	
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CORWIN

The Man From Planet X	May
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Universal-International

(For 1949-50 listing see Page 2991)

(1950-51)

101	Hamlet	Oct.
102	The Milkman	Nov.
103	Deported	Nov.
104	Kansas Raiders	Nov.
105	Undercover Girl	Dec.
106	Mystery Submarine	Dec.
107	Harvey	Jan.
108	Frenchie	Jan.
109	Under The Gun	Jan.
110	Tomahawk	Feb.
111	Target Unknown	Feb.
112	Bedtime For Bonzo	Feb.
113	Operation Disaster	Feb.
114	Groom Wore Spurs	Mar.
115	Air Cadet	Mar.
116	Abbott And Costello Meet The Invisible Man	Mar.
117	Ma And Pa Kettle Back On The Farm	Apr.
118	Up Front	Apr.
119	Double Crossbones	Apr.
120	The Fat Man	May
121	Smuggler's Island	May
122	Katie Did It	May
181	The Magnet	Feb.

(1949-50)

5101	Tales Of The West No. 1	July
5102	Tales Of The West No. 2	Aug.
5103	Tales Of The West No. 3	Oct.
5104	Tales Of The West No. 4	Jan.

Warners

(For 1949-50 listing, see page 2917)

001	Tea For Two	Sept.
004	Pretty Baby	Sept.
005	The Breaking Point	Sept.
006	Three Secrets	Oct.
007	The Glass Menagerie	Oct.
008	Rocky Mountain	Nov.
009	The West Point Story	Nov.
010	Breakthrough	Dec.
011	Dallas	Dec.
012	Highway 301	Jan.
013	Operation Pacific	Jan.
014	Storm Warning	Feb.
015	The Enforcer	Feb.
016	Sugarfoot	Mar.
019	Lightning Strikes Twice	Mar.
020	Lullaby Of Broadway	Mar.
021	Raton Pass	Apr.
022	Only The Valiant	Apr.
023	I Was A Communist For The F.B.I.	May
024	Goodbye My Fancy	May

(Reissues)

002	Alcatraz Island	Sept.
003	San Quentin	Sept.
017	Dodge City	Mar.
018	Virginia City	Mar.

Too Late To Classify

(Continued from page 3056)

Howard Hawks; directed by Christian Nyby.

STORY: A government experimental station near the North Pole picks up the crash of a strange object, and requests the air force to investigate. Captain Kenneth Tobey locates a mysterious space ship frozen in the ice. They try to melt the ice but destroy the ship. Following the explosion, a queer-looking figure is found frozen in the ice, and the men dig up the ice block, and take it back to the station. Some of the scientists headed by Robert Cornthwaite want to melt the ice but Tobey insists they wait for orders. Meanwhile, the ice melts, and "the thing," still alive, gets loose. In a fight, it loses an arm, and, when the scientists examine it, they learn that the creature is composed of practically indestructible vegetable matter, which will multiply on its own, and reproduce other horrors, existence is dependent on blood. The arm grows back, and "the thing" terrorizes the station and its personnel. Cornthwaite and fellow scientists try to prevent its destruction to learn something from it. Several plans of destruction fail. After several men are killed and injured, an electrocution trap is set, which is successful. "The thing" is destroyed, and a romance between Tobey and Margaret Sheridan comes to a happy conclusion.

X-RAY: Here is a suspenseful, well-told yarn about the invasion of earth by a single thing, and it makes for absorbing,

highly interesting screen fare. The pace is a fast-moving one, and suspense is on high throughout. There are loads of selling angles that can be utilized by active showmen. Sheridan and Tobey are okeh in the leads. The screen play is by Charles Lederer, based on a story, "Who Goes There," by John W. Campbell, Jr.

TIP ON BIDDING: Higher bracket.

AD LINES: "Why Did They All Fear 'The Thing' From Another Planet?"; "A Strange Space Ship Lands With 'The Thing' Near The North Pole"; "A Gripping Tale Of The Invasion Of Earth By 'The Thing' From Another Planet."

When I Grow Up

DRAMA

92M.

(Eagle Lion Classics)

(Horizon)

ESTIMATE: Drama of a child's problems will fit into the duallers.

CAST: Bobby Driscoll, Robert Preston, Martha Scott, Sherry Jackson, Johnny McGovern, Frances Cheney, Poodles Hanneford, Ralph Dumke, Paul Guilfoyle, Paul Levitt, Griff Barnett, Charley Grapewin, Henry Morgan, Elizabeth Fraser, Bobby Hyatt, Robin Camp, Ruth Lee, Margaret Lloyd, Donald Gordon. Produced by S. P. Eagle, directed by Michael Kanin.

STORY: When Bobby Driscoll, 12-year-old son of Henry Morgan and Elizabeth Fraser, constantly gets into mischief, the parents are at their wits' end. In an old suitcase grandfather Charley Grapewin finds a diary of 50 years before, when he was a youngster. It tells how Grapewin's

father, Robert Preston, also has trouble understanding the lad, played by Driscoll, although mother Martha Scott is sympathetic. It isn't until Driscoll becomes ill from typhoid fever, brought into town by a circus, that Driscoll and Preston become chummy. When Driscoll recovers, he learns that Preston has died as the result of being exposed to the elements going for the doctor. Having read the diary, Grapewin accepts his position as just an old man around the house until Driscoll, about to run away, also finds the book, and reads it. Driscoll surprises his parents by coming around to their way of thinking, and teams up with the grandfather, Grapewin. They go fishing.

X-RAY: While a sincere attempt has been made here to present the problems of a 12-year-old boy as they conflict with parents' ideas, this never gets started, and is best suited for the twin bill, family, and small town trade. For the bigger spots, it is definitely limited. Although the actors are capable, the script defeats them, and never quite makes its point. Inclusion of a long sequence in which people with typhoid is not pleasant to see, and could be cut to advantage. Driscoll, growing up, isn't as appealing as in other films, but he is a good trouser, and the other players are able in their parts. The screen play is by Michael Kanin.

AD LINES: "The Problems Of A 12-Year-Old . . . Even As You And I"; "He Wanted To Run Away Until Grandpop Stopped Him"; "The World Never Changes . . . Even For A 12-Year-Old."

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Too Late To Classify

(Continued from page 3058)

The Dalton's Women

WESTERN
76m.

(Western Adventure)

ESTIMATE: Exploitable western.

CAST: Tom Neal, Pamela Blake, Jack Holt, Lash LaRue, Fuzzy St. John, Raymond Hatton, Lyle Talbot, Jacqueline Fontaine, June Benbow, Archie Twitchell, Duke Johnson, J. Farrell MacDonald. Produced by Ron Ormond; directed by Thomas Carr.

STORY: Shortly after the Civil War, Jack Holt, one of the notorious Dalton brothers, settles in a western mining town, and is looked upon as an honest, upright citizen, owner of the town music hall-saloon, but he is a sheep in wolf's clothing, and continues banditry, robbing, pilfering, etc. He is not suspected because he stands in with the citizens, the sheriff, and mayor, Tom Neal. U. S. Marshals Lash LaRue and partner, Fuzzy St. John, arrive, and, with the aid of Pamela Blake, private detective, bring Holt to justice and peace to the community.

X-RAY: With an adequate cast, and with some other angles arising from a honkey tonk chorus and added action from a knock-down, hair pulling, clothes ripping brawl of two gals, this shapes up as an okeh western, with most of the regulation ingredients also present. There is some "barbershop harmony," and production values show up okeh. This was written by Maurice Tombragel and Ron Ormond.

AD LINES: "I've Got My Brand On You!"; "For My Man I'd Kill You—Or Him!"; "Another Great Western That Further Exposes The Notorious Dalton Gang."

Katie Did It (122)

COMEDY
81m.

(U-International)

ESTIMATE: Amusing programmer.

CAST: Ann Blyth, Mark Stevens, Cecil Kellaway, Jesse White, Harold Vermilyea, Craig Stevens, William Lynn, Elizabeth Patterson, Jimmy Hunt. Produced by Leonard Goldstein; directed by Frederick de Cordova.

STORY: While vacationing in a New England town, pin-up artist Mark Stevens meets Ann Blyth, her uncle, Cecil Kellaway, the black sheep of the family, and her maiden aunt, Elizabeth Patterson. Stevens invites Kellaway to go with him to look at some horses, where Kellaway meets a bookie, and loses \$500. In order to raise the money, Blyth goes to New York to sell a song, and in desperation accepts Stevens' offer to let him paint her. Blyth falls in love with Stevens, but mistakes Stevens' nephew for his child, and returns home. She then discovers her pic-

ture on billboards all over the country. Attempting to hide her identity by smearing the billboards, she and Kellaway are arrested. A scandal results, but the banker's son agrees to marry her, and she accepts. At the wedding rehearsal, Stevens arrives to explain, and clinches with Blyth.

X-RAY: A pleasant programmer, this is generally entertaining, and, with the names for the marquee, should please most audiences. The players are competent in their roles, and the short running time is also of advantage. Good production and direction give the film some drive. One song is heard: "In A Little Cape Cod Cottage." The screen play is by Jack Henley.

TIP ON BIDDING: Program price.

AD LINES: "The Town Was Shocked, And You Might Be Too When You See What Katie Did"; "The Laugh Riot Of The Year With Ann Blyth And Mark Stevens"; "Lots Of Girls Would Like To But 'Katie Did It'."

Tales Of Hoffman

OPERA
134m.

(Lopert)

(English-made)

(Color by Technicolor)

ESTIMATE: Beautiful production for art and class spots.

CAST: Moira Shearer, Leonide Massine, Robert Helpmann, Pamela Brown, Ludmilla Tcherina, Ann Ayars, Frederick Ashton, Mogens Wieth, Robert Rounseville, Lionel Harris, Philip Leaver, Meinhard Maur, Edmund Audran, The Sadler's Wells Chorus. Written, produced, and directed by Michael Powell and Emeric Pressburger.

STORY: A prologue, three acts, and an epilogue concern themselves with the loves of the poet Hoffman, played by Robert Rounseville. In the prologue, Rounseville witnesses a performance by his latest love, Moira Shearer, prima ballerina. When she finishes, she sends him a note, with the key to her apartment, intercepted by Robert Helpmann, Rounseville's enemy. During intermission, Rounseville goes to a nearby tavern, where he is greeted by the students, and he tells them of the three great loves in his life. Act one concerns itself with Rounseville's love for a beautiful puppet, which comes to life when he dons a pair of magic glasses, and which comes to a tragic end when the glasses are broken, and the puppet disintegrates. Act two deals with Rounseville's love for Ludmilla Tcherina, a beautiful courtesan in the power of Helpmann, and how he duels with a rival for her affection. Helpmann eggs Rounseville on, hoping to snare his soul with Tcherina's aid. Rounseville wins the duel, and, in so doing, regains his soul, but loses Tcherina. Act three shows Rounseville's love for the only

child of talented musicians. The mother has died of consumption, and the father is fearful that the girl, Ann Ayars, has inherited the disease as well as her mother's talent. The father prohibits her singing, and bars both Rounseville and the family doctor, Robert Helpmann, whom he believes killed his wife. Helpmann urges her to sing, and the exertion brings on her death. In the epilogue, Rounseville comes into his own as a great poet, having held his audience spellbound, and Shearer appears. He realizes that he has little need for her, and she passes out into the night with Helpmann.

X-RAY: This has beauty, all-around skill, excellent technical and camera work, and very fine production values but whether an exhibitor will find this attraction profitable is something to be decided by each individual. The film contains no dialogue as such. All the parts and words are either sung or interpretively danced. This, of course, makes following a story line difficult. However, it should be noted that actually there is no story line in the accepted sense of the word. On the other hand, where an exhibitor knows that he has a clientele that is interested in art, ballet, and opera, this should suit them fine with its extraordinary beauty, its excellent artistic accomplishments, the work of the cast as a whole, etc. While there is a suggested intermission between the second and third acts, the effort as a whole is overlong although art lovers will feel they certainly are getting their money's worth. The production was expertly designed by Hein Heckroth. To sum up then, this is definitely not for mass audiences, but rather for special audiences who appreciate opera and ballet.

AD LINES: "Tales Of Hoffman' Presented By The Makers Of 'Red Shoes'"; "A Great Artistic Screen Masterpiece"; "Top Flight Artistic Entertainment."

Shorts

THE BIG SHOOT. RKO—Sportscope. 8m. In Vandalia, O., is held the biggest trapshooting meet in the world. With contestants from all states and Canada competing, manufacturers of guns and ammunition set up booths to promote their products. After exhibitions, the competition begins, with the women walking off with most of the prizes. GOOD. (14307).

LINCOLN'S GETTYSBURG ADDRESS. AFE. 11m. This is made up entirely of paintings, cartoons, and drawings of the Civil War period. The narrator covers background material and the events leading up to Lincoln's address, and the famous speech is then read in a simple, undramatic fashion. Fine selection of pictures and careful editing give this a surprising amount of movement. EXCELLENT.

ALPHABETICAL GUIDE

To 387 Features Reviewed Since The Aug. 30 Issue

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LOVERS OF VERONA, THE—90m.—Souvaine Selective	3051
LUCKY NICK CAIN—87m.—20th-Fox	3029
LULLABY OF 8ROADWAY—92m.—Warners	3048

M	
"M"—88m.—Columbia	3037
MA AND PA KETTLE BACK ON THE FARM—81m.—U-I	3047
MACBETH—85m.—Republic	2957
MAD QUEEN, THE—107m.—Azteca	2964
MAD WEDNESDAY—77m.—RKO	2962

MADELEINE—99m.—U-I	2934
MADNESS OF THE HEART—67m., 90m.—U-I	2872
MAGNET, THE—78m.—U-I	3042
MAGNIFICENT YANKEE, THE—88m.—MGM	2970
MAN CONQUERS NATURE—55m.—Artkino	3002
MAN FROM PLANET X, THE—70m.—UA	3054
MAN WHO CHEATED HIMSELF, THE—82m.—20th-Fox	3002
MANON—91m.—Discina	3003
MARRIAGE OF FIGARO—87m.—Central Cinema	2972
MASK OF THE DRAGON—54m.—Lippert	3045
MASSACRE HILL—see Eureka Stockade	
MATING SEASON, THE—101m.—Paramount	3009
MATTER OF MURDER, A—52m.—Hoffberg	2973
METRO-GOLDWYN-MAYER STORY, THE—56m.—MGM	3045
MILKMAN, THE—87m.—U-I	2950
MILL ON THE PO—96m.—Lux	2983
MINIVER STORY, THE—104m.—MGM	2948
MIQUETTE—83m.—Discina	3027
MISSING WOMEN—60m.—Republic	3038
MISSOURIANS, THE—60m.—Republic	2981
MISTER 880—89½m.—20th-Fox	2928
MISTER UNIVERSE—90m.—Eagle Lion Classics	3009
MODERN MARRIAGE, A—65m.—Monogram	2924
MOLLY—see Goldbergs, The	
MONTICELLO HERE WE COME—74m.—Cinema Service	3022
MR. LUCKY—100m.—RKO	2980
MR. MUSIC—113m.—Paramount	2926
MRS. O'MALLEY AND MR. MALONE—69m.—MGM	2962
MUDLARK, THE—99m.—20th-Fox	2981
MULATTO, THE—97m.—Scalera	2973
MY BROTHER, THE OUTLAW—82m.—ELC	3025
MY FORBIDDEN PAST—79m.—RKO	3046
MY OUTLAW BROTHER—see My Brother, The Outlaw	
MY TRUE STORY—67m.—Columbia	3037
MY WIDOW AND I—81m.—Distinguished	2934
MYSTERY SUBMARINE—77½m.—U-I	2996

N	
NAVY 8OUND—60m.—Monogram	3038
NEVER A DULL MOMENT—89m.—RKO	2962
NIGHT RIDERS OF MONTANA—60m.—Republic	3041
NO ORCHIDS FOR MISS 8LANDISH—92m.—Renown	3042
NORTH OF THE GREAT DIVIDE—67m.—Republic	2970

O	
ODETTE—105m.—Lopert	3020
OF MEN AND MUSIC—85m.—20th-Fox	2982
OH, AMELIA—86m.—Lux	3003
OHI SUSANNA—91m.—Republic	3038
ONE MINUTE TO TWELVE—78m.—Eagle Lion Classics	3009
ONE TOO MANY—105m.—Hallmark	2997
ONLY THE VALIANT—105m.—Warners	3040
OPERATION DISASTER—100m.—U-I	3010
OPERATION PACIFIC—109m.—Warners	3011
OPERATION X—79m.—Columbia	3001
ORPHEUS—94m.—Discina	2951
OUR DAILY 8READ—102m.—Central Cinema	2964
OUR VERY OWN—93m.—RKO	2927
OUTLAW GOLD—51m.—Monogram	2979
OUTLAWS OF TEXAS—56m.—Monogram	2998
OUTRAGE—75m.—RKO	2927
OUTSIDER, THE—95m.—Ballantine	2973

P	
PAGAN LOVE SONG—76m.—MGM	3001
PAINTED HILLS, THE—68m.—MGM	3046
PANCHO VILLA RETURNS—95m.—Hispano Continental	2964
PAPER GALLOWES—68m.—Eagle Lion Classics	2969
PARIS 1900—78m.—Mayer-Kingsley	2973
PARIS WALTZ, THE—92m.—Lux	2930
PAYMENT ON DEMAND—89m.—RKO	3034
PINK STRING AND SEALING WAX—75m.—Pentagon	2951
PRAIRIE ROUNDUP—53m.—Columbia	3017
PREHISTORIC WOMEN—74m.—Eagle Lion Classics	2993
PRELUDE TO FAME—84½m.—U-I	2975
PRETTY BABY—92m.—Warners	2929
PRIDE OF MARYLAND—60m.—Republic	3010
PRISONERS IN PETTICOATS—60m.—Republic	2941
PYGMY ISLAND—69m.—Columbia	2969

Q	
QUE8EC—85m.—Paramount	3041
QUEEN FOR A DAY—107m.—UA	3050

R	
RAIDERS OF TOMAHAWK CREEK—55m.—Columbia	2961
RATON PASS—84m.—Warners	3035
RAWHIDE—86m.—20th-Fox	3039
RED ANGEL, THE—97m.—Spalter	2984
REDHEAD AND THE COWBOY, THE—82m.—Paramount	2998
REDWOOD FOREST TRAIL—67m.—Republic	2941
RETURN OF JESSE JAMES, THE—74m.—Lippert	2924
REVENUE AGENT—71½m.—Columbia	2993
RHYTHM INN—73m.—Monogram	3026
RIDIN' THE OUTLAW TRAIL—56m.—Columbia	3025
RIO GRANDE—105m.—Republic	2963
RIO GRANDE PATROL—60m.—RKO	2970
ROCKY MOUNTAIN—83m.—Warners	2950
ROGUE RIVER—82m.—Eagle Lion Classics	2977
ROOKIE FIREMAN—63m.—Columbia	2923
ROUGH RIDERS OF DURANGO—60m.—Republic	3027
ROYAL WEDDING—92m.—MGM	3025
RUSTLERS ON HORSE8ACK—60m.—Republic	2970

S	
SADDLE LEGION—60m.—RKO	3051
SAMSON AND DELILAH—128m.—Paramount	3010
SAN QUENTIN—70m.—Warners	2929
SCARF, THE—87m.—UA	3049
SECOND FACE, THE—77m.—Eagle Lion Classics	2993
SECOND WOMAN, THE—90m.—UA	3019
SECRET BRIGADE, THE—78m.—Artkino	3055
SECRETS OF NATURE—80m.—Oxford	2942
SEPTEMBER AFFAIR—104m.—Paramount	2956
SEVEN DAYS TO NOON—93m.—Mayer-Kingsley	3020
SHAKEDOWN—80m.—U-I	2928
SHORT GRASS—83m.—Allied Artists	3001
SIERRA PASSAGE—81½m.—Monogram	3001
SILVER CITY 8ONANZA—67m.—Republic	3039
SILVER RAIDERS—55m.—Monogram	2940

(Continued on page 3059)

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate and up-to-date, it must be remembered that features are often subject to home office editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)

Picture in order of release, with principal players, are placed in the margin of release. All dates are subject to change. Series westerns are indicated by a w following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

COLUMBIA	EAGLE LION CLASSICS	LIPPERT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH
Al Jennings Of Oklahoma D. Duryea, S. Storm, D. Foran (Technicolor)	Skipalong Rosenbloom M. Baer, J. Coogan The Blue Lamp J. Warner, J. Hanley, G. Whitby (English-made)	Mask Of The Dragon R. Travis, S. Ryan, S. Melton	Three Guys Named Mike J. Wyman, V. Johnson, H. Keel, B. Sullivan	Navy Bound T. Neal, W. Waldron, R. Toomey Man From Sonora, W. J. M. Brown, L. Hall, M. Healey	The Mating Season G. Tierney, J. Lund, T. Ritter, M. Hopkins	Tarzan's Peril L. Borker, V. Huston, G. Macready	Oh! Susanna R. Cameron, A. Booth (Trucolor)	The Sword Of Monte Cristo G. Montgomery, P. Corday, B. Kroeger (Supercinecolor)	The Second Woman R. Young, B. Drake, J. Sutton (Popkin)	The Groom Wore Spurs G. Rogers, J. Carson, J. Davis	Sugarfoot R. Scott, A. Jergens (Technicolor)
My True Story H. Walker, W. Parker	Circle Of Danger R. Milland, M. Goring, P. Roc (English-made)	Stop That Cab S. Melton, A. Adrian, M. Lord	Royal Wedding F. Astaire, J. Powell, P. Lawford (Technicolor)	Gypsy Fury V. Lindfors, C. Kent (Made in Sweden)	The Redhead And The Cowboy G. Ford, R. Fleming, E. O'Brien	Hard, Fast, And Beautiful C. Trevor, R. Clarke, S. Forrest	Silver City Bonanza, W. R. Allen, B. Ebson	Lucky Nick Cain G. Raffi, C. Groy (Made in Europe)	Abbott And Costello Meet The Invisible Man B. Abbott, L. Costello, N. Guild	Meet The Invisible Man B. Abbott, L. Costello, N. Guild	Lightning Strikes Twice R. Roman, R. Todd, Z. Scott
Texans Never Cry G. Autry, G. Davis, P. Buttram	Cattle Queen M. Hart, D. Smith, D. Wood	Inside Straight D. Brian, A. Dahl, B. Sullivan, M. McCombridge	The M-G-M Story (Free feature on MGM product)	The Lion Hunters J. Sheffield, A. Todd, M. Thrower	Samson And Delilah H. Lamarr, V. Mature, G. Sanders (Technicolor)	Cuban Fireball E. Rodriguez, W. Douglas	Insurance Investigator R. Denning, A. Long	Bird Of Paradise L. Jourdon, D. Paget, J. Chandler (Technicolor) (Made in Hawaii)	Air Cadet G. Russell, S. McNally, R. Long	Dodge City E. Flynn, O. de Havilland (Re-release)	Dodge City E. Flynn, O. de Havilland (Re-release)
"M" D. Wayne, H. Da Silva, L. Adler	So Long At The Fair J. Simmons, D. Bogarde, D. Tomlinson (English-made)	Stop That Cab S. Melton, A. Adrian, M. Lord	Inside Straight D. Brian, A. Dahl, B. Sullivan, M. McCombridge	The Lion Hunters J. Sheffield, A. Todd, M. Thrower	Samson And Delilah H. Lamarr, V. Mature, G. Sanders (Technicolor)	Cuban Fireball E. Rodriguez, W. Douglas	Insurance Investigator R. Denning, A. Long	Bird Of Paradise L. Jourdon, D. Paget, J. Chandler (Technicolor) (Made in Hawaii)	Air Cadet G. Russell, S. McNally, R. Long	Dodge City E. Flynn, O. de Havilland (Re-release)	Dodge City E. Flynn, O. de Havilland (Re-release)
Fort Savage C. Starrett, S. Burnette, P. Thompson	Cattle Queen M. Hart, D. Smith, D. Wood	Inside Straight D. Brian, A. Dahl, B. Sullivan, M. McCombridge	The M-G-M Story (Free feature on MGM product)	The Lion Hunters J. Sheffield, A. Todd, M. Thrower	Samson And Delilah H. Lamarr, V. Mature, G. Sanders (Technicolor)	Cuban Fireball E. Rodriguez, W. Douglas	Insurance Investigator R. Denning, A. Long	Bird Of Paradise L. Jourdon, D. Paget, J. Chandler (Technicolor) (Made in Hawaii)	Air Cadet G. Russell, S. McNally, R. Long	Dodge City E. Flynn, O. de Havilland (Re-release)	Dodge City E. Flynn, O. de Havilland (Re-release)
APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL
Valentino A. Dexter, E. Parker, P. Medina (Technicolor)	When I Grow Up R. Preston, M. Scott, B. Driscoll	Danger Zone H. Beaumont, E. Brophy, P. Blake	The Great Caruso M. Lanza, A. Blyth, D. Kirsten (Technicolor)	Canyon Raiders W. Wilson, F. Knight, P. Coates	Molly, G. Berg, P. Loeb, E. Mintz	Kon-Tiki (Documentary of raft voyage in Pacific)	Fighting Coast Guard B. Donlevy, E. Tucker	Of Men And Music (All-Star)	The Scarf J. Barton, M. McCambridge, E. Williams (Goldsmith- Casper)	Mo And Pa Kettle Back On The Farm M. Main, P. Kilbride	Raton Pass D. Morgan, P. Neal, S. Cochran
Fury Of The Congo J. Weissmuller, S. Moreland	Volcano A. Magnani, G. Brooks, R. Brazzi (Italian-made)	Pier 23 H. Beaumont, A. Savage, E. Brophy, R. Travis	Father's Little Dividend S. Tracy, E. Taylor, J. Bennett, D. Taylor	Ghost Chasers L. Gorcey, H. Hall, J. Kayne	Quebec J. Barrymore, Jr., C. Calvel, P. Knowles (Technicolor) (Made in Canada)	The Thing M. Sheridan, J. Arness, S. Creighton	Thunder In God's Country, W. R. Allen, M. E. Kay, B. Ebsen	I Can Get It For You Wholesale S. Hayward, D. Dailey	Queen For A Day P. Avery, D. McGavin, R. Lee (Stillman)	Up Front D. Wayne, T. Ewell, J. Lynn, M. Berti	Only The Valiant G. Peck, B. Peyton, W. Bond
Flame Of Stamboul R. Denning, L. Ferraday	Oliver Twist R. Newton, A. Guinness, K. Walsh (English-made)	Soldiers Three S. Granger, W. Pidgeon, D. Niven, G. Gynt	Soldiers Three S. Granger, W. Pidgeon, D. Niven, G. Gynt	The Lemon Drop Kid B. Hope, M. Maxwell, L. Nolan	My Forbidden Past R. Mitchum, A. Gardner, M. Douglas	My Forbidden Past R. Mitchum, A. Gardner, M. Douglas	Fourteen Hours P. Douglas, R. Basehart, B. Bel Geddes	Half Angel J. Coffin, L. Young (Technicolor)	He Ran All The Way J. Garfield, S. Winters (Roberts)	Double Crossbones D. O'Connor, H. Carter, W. Geer (Technicolor)	Only The Valiant G. Peck, B. Peyton, W. Bond
King Of The Wild Horses W. Janney, D. Appleby, Rex (Re-release)	The Long Dark Hall L. Palmer, R. Harrison (English-made)	Roaring City H. Beaumont, R. Travis, J. Valerie	The Painted Hills Lassie, P. Kelly, G. Grey (Technicolor)	Blazing Bullets, W. J. M. Brown, L. Hall, M. Healey	Appointment With Danger A. Ladd, P. Calvert, P. Stewart	Tokyo File 212 F. Marley, R. Peyton (Made in Japan)	Honeychile J. Canova, E. Foy, Jr., A. Hale, Jr.	Follow The Sun G. Ford, A. Baxter, D. O'Keefe, J. Havoc	Fabiola M. Morgan (Italian-made)	Katie Did It M. Stevens, A. Blyth, C. Stevens	I Was A Communist For The F.B.I. F. Lovejoy, D. Hord, J. Millican
Smuggler's Gold C. Mitchell, A. Blake, C. B. Reed	The Hoodlum L. Tierney, A. Roberts, M. Healey	Kentucky Jubilee J. Colonna, J. Porter, J. Ellison	Go For Broke V. Johnson, W. Anderson	Cavalry Scout R. Cameron, J. Davis, A. Long (Cinecolor)	The Last Outpost R. Reagan, R. Fleming, B. Bennett (Technicolor)	Rawhide T. Power, S. Hayward, H. Marlowe	Buckaroo Sheriff Of Texas, W. M. Chapin, E. Janssen, J. Bell	On The Riviera D. Kaye, G. Tierney, C. Calvet (Technicolor)	New Mexico L. Ayres, M. Maxwell, J. Corey (Anso-color) (Allen)	The Fat Man J. Smart, J. London, R. Hudson	Goodbye My Fancy J. Crawford, F. Lovejoy, E. Arden, R. Young
Saturday's Hero J. Derek, D. Reed, O. Hulet	Snake River Desperadoes, W. C. Starrett, S. Burnette	Snake River Desperadoes, W. C. Starrett, S. Burnette	Snake River Desperadoes, W. C. Starrett, S. Burnette	Nevada Badmen, W. W. Wilson, F. Knight, P. Coates	According To Mrs. Hoyle S. Byington, T. Chandler, S. Chase	In Old Amarillo R. Rogers, P. Edwards, G. Jones	Fugitive Lady J. Paige, B. Barnes, E. Ciannelli	On The Riviera D. Kaye, G. Tierney, C. Calvet (Technicolor)	The Man From Planet X R. Clark, M. Field, R. Bond (Corwin)	Smuggler's Island J. Chandler, E. Keyes, P. Friend (Technicolor)	Goodbye My Fancy J. Crawford, F. Lovejoy, E. Arden, R. Young
Snake River Desperadoes, W. C. Starrett, S. Burnette	Snake River Desperadoes, W. C. Starrett, S. Burnette	Snake River Desperadoes, W. C. Starrett, S. Burnette	Snake River Desperadoes, W. C. Starrett, S. Burnette	Nevada Badmen, W. W. Wilson, F. Knight, P. Coates	According To Mrs. Hoyle S. Byington, T. Chandler, S. Chase	In Old Amarillo R. Rogers, P. Edwards, G. Jones	Fugitive Lady J. Paige, B. Barnes, E. Ciannelli	On The Riviera D. Kaye, G. Tierney, C. Calvet (Technicolor)	The Man From Planet X R. Clark, M. Field, R. Bond (Corwin)	Smuggler's Island J. Chandler, E. Keyes, P. Friend (Technicolor)	Goodbye My Fancy J. Crawford, F. Lovejoy, E. Arden, R. Young

HOLIDAYS

Apr. 21-22—Passover
May 13—Mother's Day
May 30—Memorial Day

ALLIED ARTISTS

I Was An American Spy—A. Dvorak, G. Evans, D. Kennedy

DEAL APT

Mar. --Deadly Enemies--B. Crawford, R. Cameron
Condemned To Hang--F. Tone, E. Raines, A. Curtis
Apr. --Phantom Of Paris--M. Montez, P. Knowles
Werewolf Of London--H. Hull, V. Hobson



"THE BEST ACTRESS
OF THE YEAR"

JUDY
HOLLIDAY

in Columbia's

BORN
YESTERDAY

THE BEST GROSSER
OF THE YEAR



EXHIBITOR



THE BOXOFFICE MAGIC OF **MONTE CRISTO**

is on the screen again!



An Edward
L. Alperson
Production

There's No Business Like **20** Business!
CENTURY-FOX

ne 45 Number 21
o Sections: Section One

MARCH 28, 1951

RED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
E AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS

aturing **THE SERVICESECTION**

Spring at 1540 Broadway

● ● ● IN THE SPRING, a young man's fancy may, as Alfred Lord Tennyson wrote in his "Locksley Hall," turn to thoughts of love, but in the den of Friendly Leo, the Lion, vernal thinking is more concerned with those lovely grosses that bloom in the Spring, tra la. . . . And with the pictures which earn 'em. . . . And the campaigns which assure—or should Phil M say insure?—that said grosses will be earned, to the satisfaction of all concerned, down to and including John Q. Public.



● ● ● DURING THE NEXT FIVE MONTHS, Metro will be sending out a total of 18 features, and you don't need to be an Einstein to figure that means almost four pictures each month. . . . What's more, eight of the big ones will be in Technicolor. . . . And you don't have to be told the box office potential of Technicolor. . . . Or that John Q's interest in color, per se, has been stimulated not a little o' late by the rhubarb over rainbowed television systems. . . . But Phil M is digressing—this little homily draws its inspiration from some of the promotional activities presently under way at 1540 Broadway. . . . And, as someone surely has remarked ere this, one thing at a time.



● ● ● FOLKS AT 1540 are especially excited these mid-March days over "Father's Little Dividend," which will be going into release in April, and "Go for Broke," scheduled for availability the following month. . . . And, of course, there's the continuing drum-beating for "Quo Vadis." . . . (They will tell you, and proudly, too, "THIS is the year of 'Quo Vadis'") . . . They think rather highly of "Father's Little Dividend" at Metro, and it wouldn't surprise them at all if the picture shaded "Father of the Bride" at the box office. . . . Which admittedly would be quite a feat. . . . Metro and its agency, Donahue & Co., have come up with a swell newspaper teaser ad campaign for the picture. . . . It comprises a series of cute baby photos, with text restricted to the three words of the title, lettered on the tyke's training panties, as they're known in the infants' wear trade.



● ● ● THE TEASERS WILL BREAK in some 150 newspapers of large circulation in 75 important cities. . . . Donahue & Co. estimates that over the course of the advance build-up the title of the picture thus should receive a circulation of 55,000,000 per insertion, or for the entire campaign something in the neighborhood of 250,000,000 impressions. . . . That, you will admit, is newspaper's pre-selling with a vengeance. . . . Metro is not slighting the national magazines, of course. . . . The first copy already has broken in some April issues, and by the time the last ad appears in May issues some 32 mags. will be represented in the campaign. . . . It's Phil M's guess this means an aggregate circulation of upwards of 62,000,000. . . . Promotional tie-ups for the pic, by the way, are figured at Metro as accounting for a further astronomical 670,000,000 readership!



● ● ● AS FOR "GO FOR BROKE," Metro's "Battleground" successor, Phil M caught a glimpse of some of the roughs for the magazine ad campaign the other day, and they're corking. . . . They know how to key copy to picture content at 1540. . . . Meanwhile, "Quo Vadis" is in motion in a big way tie-up-wise. . . . Already some 40 manufacturers are set to turn out a varied array of products from a special set of 200 "Quo Vadis" patterns developed by the Knickerbocker Textile Corp.

Reprinted from
Film Daily, March 13

Along the

with PHI

♪
"The grosse





at bloom in the
Spring...tra...la..."



MORE FROM
PHIL M. DAILY
(Issue of Mar. 15th)

**"THE M-G-M STORY' IS THE
GREATEST THING THAT
HAS HAPPENED TO SHOW
BUSINESS IN YEARS!"**

—says Charles P. Skouras, Pres.,
Fox West Coast Theatres

● ● ● THE BEST PLACE, IT WOULD SEEM, to sell pictures, is from the point of initial audience impact and that is from the screen. . . . And that, also, is not news. . . . But the way M-G-M does it in "The Metro-Goldwyn-Mayer Story" is something else again. . . . With Dore Schary and Lionel Barrymore seen and heard, the parade of coming Leo attractions—25 of them—is on view in black and white and in Technicolor. . . . Also, there are 58 members of M-G-M's player list on parade including many newcomers who will be seen for the first time. . . . The narration by Barrymore and Schary reflects a great deal of enthusiasm for the lineup of forthcoming entertainment and that, too, is as it should be. . . . This is an entirely new version of the item that was first shown last year during the TOA convention in Texas for showmen. . . . Here the comment is slanted for the general public. . . . It runs 60 minutes and may be booked for free, gratis, nothing—from the area exchange.

● ● ● HERE IS THE PROGRAM. . . . "Across The Wide Missouri," "An American In Paris," "Calling Bulldog Drummond," "Excuse My Dust," "Father's Little Dividend," "Go For Broke," "The Great Caruso," "Inside Straight." . . . Plus "It's A Big Country," "Kind Lady," "King Solomon's Mines," "The Magnificent Yankee," "Mr. Imperium," "Pandora and the Flying Dutchman," "People In Love," "Painted Hills." . . . And including, of course, "Quo Vadis," "Red Badge Of Courage," "Rich, Young and Pretty," "Royal Wedding," "Showboat," "Soldiers Three," "Teresa," "Three Guys Named Mike," and "Vengeance Valley."

**THE FASTEST BOOKING HIT
IN FILM HISTORY!**

**Timely! Immediate Dating!
Ask M-G-M Today!**

WARNER BROS.

The Showman's Spring

LULLABY OF BROADWAY

COLOR BY
TECHNICOLOR

STARRING

DORIS DAY ★ **GENE NELSON**

ALSO STARRING

S. Z. SAKALL ★ **BILLY DE WOLFE** ★ **GLADYS GEORGE** ★ **DAVID BUTLER** ★ **WILLIAM JACOBS**

Written by **EARL BALDWIN**
Musical Direction by **Ray Heindorf**



And... **A NEW SELLING IDEA!!**

The day you open
becomes

Doris Day's DAY!

ON THE AIR!! **IN THE PAPERS!!** **IN THE STORES!!** **IN THE NEWSREELS!!**

For your opening-day a merry box-office
sendoff that makes a gala plus for
your campaign. Watch the way
it works at the **Palace,**
Cincinnati March 28!



THERE WERE, of course, no American entries in the Stalin Awards just announced in Moscow. And we doubt whether any theatres in this country will be playing the film prize winners, "Secret Mission", which depicts "United States intrigue to conclude a separate peace with the Germans", or "Conspiracy of the Doomed", "telling of British and American plots to overthrow the 'peoples democracies' of Eastern Europe".

★

IN ITS ADS on "14 Hours," 20th-Fox has included one which emphasizes "Acrophobia." We can just picture a tieup whereby the first 50 acrophobians appearing at the boxoffice will be admitted free.

★

A WESTERN exhibitor has his own way to establish community good will. The owner of a private plane, he uses it to fly ill folks to other cities when proper facilities are not available in his town.

★

THEN there is the story of the young lad who was barred from a theatre because he made too much noise. Days later, as a young girl was leaving the theatre, she said to the manager, pinch-hitting as ticket taker, "I got by you alright, and you didn't find me because I was quiet." The girl was the ousted lad, in disguise.

★

A WESTERN legislator has introduced a bill that would refund to a patron twice the cost of a ticket if he didn't get a seat within 30 minutes. A standing room ticket would sell for half price. Undoubtedly, this legislator hasn't been going to the movies recently.

—H. M. M.

I N D E X

VOL. 45, No. 21

MARCH 28, 1951

SECTION ONE

EDITORIAL	5
FEATURE ARTICLE—"A REVITALIZED UA CARRIES ON"	8, 9
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THE COVER PHOTO

Seen in New York City as they discuss the new UA release schedule, following the recent reorganization of the company, are the new top executives, President Arthur Krim, seated; Max E. Youngstein, left, vice-president and ad.-publicity director, and vice-president William Heineman, sales chief.

EXHIBITOR

VOL. 45, No. 21



MARCH 28, 1951

Words From Marc Wolf

IN ADDITION to being Chief Barker, Variety Clubs International, Marc Wolf is a prominent independent exhibitor in the Indianapolis territory, and, judging from the many trips he has made to all parts of the country within the past year as head of the national organization of theatrical folk, he is in a good position to comment on conditions in and out of the industry.

HIS REMARKS, therefore, before a group of members of the Rotary Club should be read with more than passing interest by traders.

Said Wolf, in part:

"For the past few years, it has been noticed that for some reason or other many of you have become quite critical of the motion picture industry in general. Instead of boosting movies, it seems to be the policy of many today to find fault constantly with both pictures and theatres, and many of you seem to take delight in telling the man in the movie business that television is probably going to ruin him. In other words, instead of being friendly toward the movies, many seem to have taken the position of being openly hostile.

"In the first place, I want to assure you that those of us in the movie industry have never had any fear that television would do us any permanent harm. Television is a great invention, and will serve a definite purpose. However, as a means of entertainment, it can never compete with the moving picture, but that is not the subject I wish to discuss. When you are openly praising television, did the thought ever occur to you as a merchant that you are indirectly hurting yourselves? Did you ever stop to think that when people are at home looking at a television set they cannot be spending any money with any of you? People at home are not buying gasoline, are not eating food in the restaurants, nor are they shopping in the stores.

"It seems to me that the smart merchant is one who does everything possible to bring people downtown, and to get them out of their homes. In my opinion, you are helping yourselves when you boost the movies."

A LITTLE MORE of this Wolf brand of talk, distributed in the proper places, should have a good effect.

A JAY EMANUEL PUBLICATION. Founded in 1918. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 9628 Cresta Drive, Beverlywood, Los Angeles, California. Jay Emanuel, publisher; Paul J. Greenhalgh, general manager; Herbert M. Miller, editor; Max Xavier Cades, business manager; Marguerite Gibson, circulation manager; George Frees Nonamaker and Mel Konecny, associate editors. Subscription rates: Each of six sectional editions (New England, New York State, Philadelphia—Washington, Southern, Midwest, Midwest—Western): one year, \$2; two year, \$3.50; three years, \$5. General edition: one year, \$7.50 in United States and possessions, \$10 in Canada and Pan-American countries, \$15 in all other countries. Address editorial and business correspondence to the publishing office, 246-248 North Clarion Street, Philadelphia 7, Pennsylvania.

“Well, boys...thanks to Paramount CHRISTMAS COMES TWICE THIS and Hope’s your Springtime

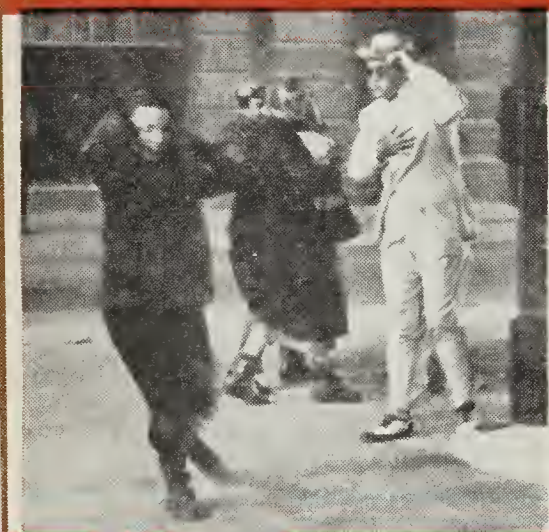
...I’m Brainy Baxter, Bob’s girl. Come on with
me down Runyon’s Broadway for laughs that’ll bring
CHRISTMAS GROSSES IN THE

“December in Times Square and
Bob sports a Palm Beach suit!
The storm of laughs is under way.”

“No wonder Broadway breaks into
song — that great ‘Silver Bells’
hit—when these Santas take over!”

“Bob and I harmonize a new lullaby
of Broadway—this one’s called ‘It
Doesn’t Cost A Dime To Dream’.”

“The night-club gals give me gr
support in that bouney numbe
“They Obviously Want Me To Sing”

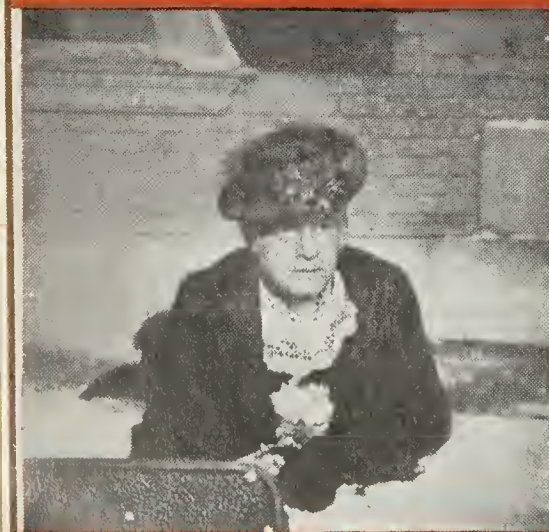


“Get this scene! It’s Bob giving
a down-to-earth performance as his
own aunt. It’s an absolute howl!”

“The big racetrack sequence is a
Runyon riot—funnier than any
thing—even in ‘Sorrowful Jones’.”

“That fabulous Lemon Drop Kid cer-
tainly thinks of the darndest places
to deposit his Christmas money.”

“And you’ll meet more wonder
Damon Runyon guys and g
than in any Runyon picture ye



nt
EAR
anta...



SPRING"

BOB HOPE

MARILYN MAXWELL · LLOYD NOLAN · JANE DARWELL

in
DAMON RUNYON'S

THE LEMON DROP KID

**LEMON DROP
TIE-UP
SWEETENS
BUSINESS**

Get the pressbook!
Great pre-selling
including big Lusk
Lemon Drop tie-up!



with
ANDREA KING · FRED CLARK · HARRY BELLAVER

Produced by **ROBERT L. WELCH** • Directed by **SIDNEY LANFIELD**

Screenplay by Edmund Hartmann, Robert O'Brien and Frank Tashlin • Additional Dialogue by
Irving Elinson • Story by Edmund Beloin • Based on Damon Runyon's "The Lemon Drop Kid"

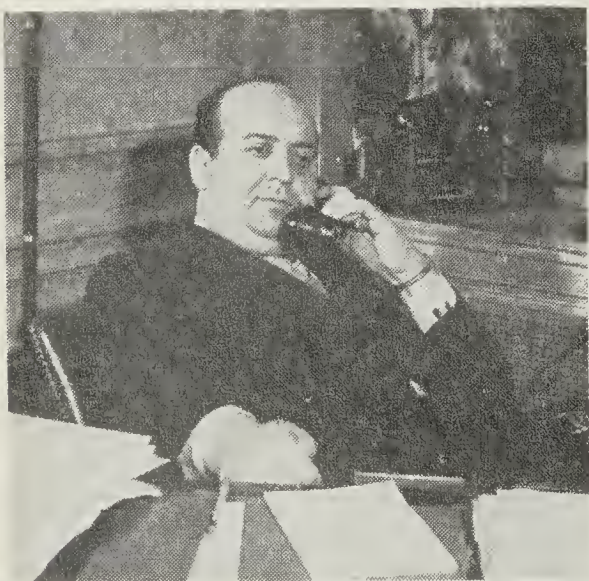
Paramount's Spring Clean-Up also in-
cludes "THE MATING SEASON," Cecil
B. DeMille's "SAMSON AND DELI-
LAH," Alan Ladd in "APPOINTMENT
WITH DANGER"—and many more!



LINING UP FUTURE UNITED ARTISTS PRODUCT ARE THE NEW HEADS, PRESIDENT ARTHUR KRIM, RIGHT, AND VICE-PRESIDENT WILLIAM HEINEMAN.

A Revitalized UA Carries On

Under A New Regime, Much Is Expected From The Company By Exhibitors



Matthew Fox, a leading executive in the new UA set-up, discusses a releasing deal over the phone.

AT a time when exhibitors have been calling for more good pictures to provide a partial solution to their boxoffice difficulties, a reorganized, revitalized United Artists offers promise of doing much to help fulfill their needs.

A new feeling of vitality marked operations of the distributing corporation almost immediately after President Arthur Krim, sales chief William Heineman, and advertising-publicity director Max Youngstein took over the reins. Within two weeks, Krim announced a product schedule for the next three months.

On the heels of this announcement came plans for a "Grad Sears Drive" in honor of the company's vice-president, who will personally spearhead a nine-week sales push from April 1 to June 2.

Under the experienced guidance of Youngstein, the advertising, publicity, and exploitation departments are humming with full scale promotion programs to

complement the stepped-up sales efforts. The same spirit of vitality is being manifested in UA divisions, districts, and branches throughout the country, as plans are being formulated for the sales contest.

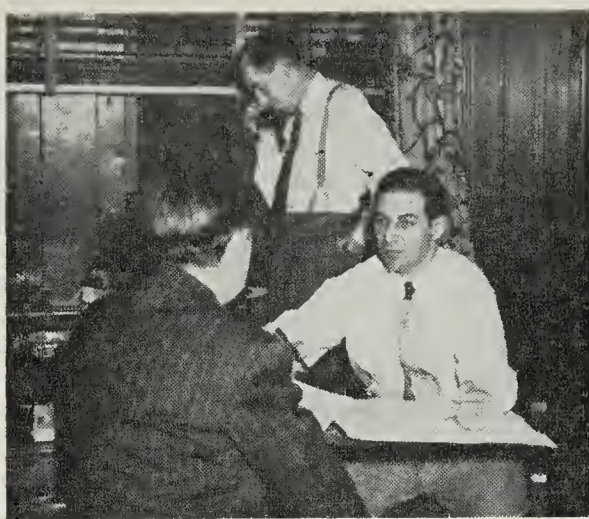
In the company's offices overseas and in Canada, plans and operations have been intensified in all directions, reflecting the enthusiasm touched off by the organization's new lease on life.

In his first message to all UA personnel, President Krim declared: "It is our objective to merit, by careful planning and selectivity, the confidence of exhibitors that each of our pictures will represent the best the finest creative talent the world can offer. I am happy to become a part of the tradition of UA, and, with your help, look forward to a renewal of its vigor and importance in the industry."

And in the coming months, the nation's theatremen should look toward a new UA for a long overdue trade stimulant.



UA advertising-publicity executives, seen in conference are, from left, Mori Krushen, exploitation head; Jonas Arnold, assistant advertising manager; Max E. Youngstein, national ad.-publicity director; Francis Winikus, advertising manager, and Alfred Tamarin, chief, publicity department.



Secretary Steward I. Benjamin discusses the world distribution situation with the foreign department's Tom Healy, back to camera, while his assistant, Ben Rockmore, keeps busy on the phone. Foreign distribution of forthcoming UA product will figure prominently in the company's plans.



There's plenty of planning going on at UA these days. Here, publicity director Tamarin, right, conducts a meeting with his staff to map magazine and syndicate campaigns, and, pictured with him, are Charles Handel, Tess Michaels, and, standing, Leon Roth, the company's assistant publicity head.



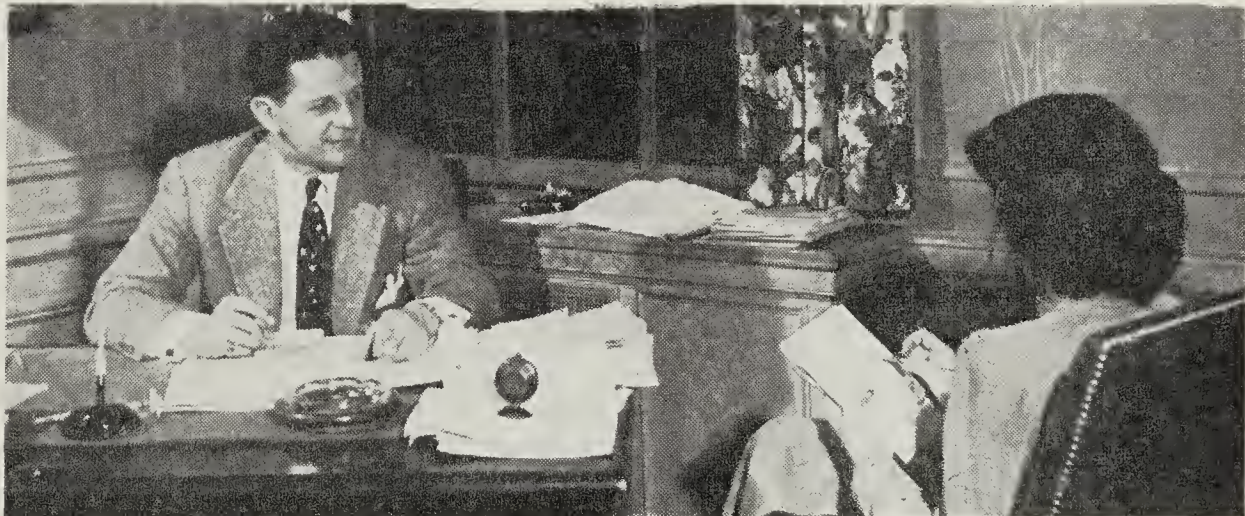
Heineman analyzes booking problems with his sales chiefs, from left, John Hughes, Robert Hilton, Jack Wrege, and Nat Nathanson. Fred Jack, western division head, was not present for the photo.



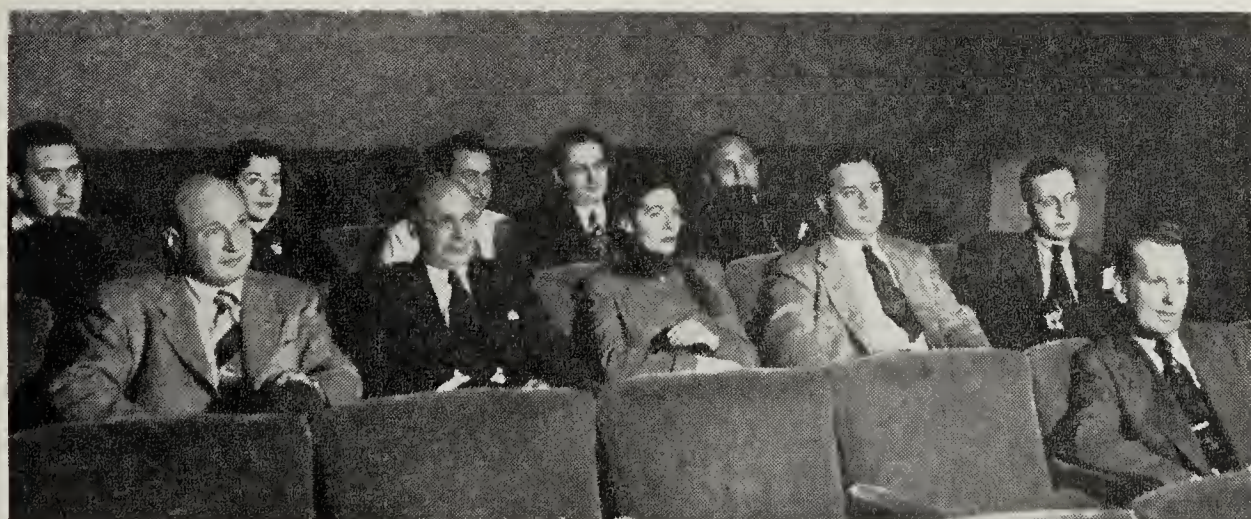
Youngstein discusses plans for May release of "He Ran All The Way" with producer Bob Roberts.



Winikus checks ad layouts with Arnold, layout man A. Weinstock, and art chief H. Jaedicker.



Seymour Peyser, the company's general counsel, dictates a letter to his secretary. Peyser, a key figure in the reorganization arrangements from their beginning, maintains an important role in UA.



UA advertising-publicity staffers are seen at a screening as they look over some of the new product which the revitalized distributing company will be releasing within the next three months.



Al Lowe, assistant foreign sales chief, surveys the world scene with sales staffer Doug Ornstein.

Mel Konecoff's NEW YORK

EMERIC PRESSBURGER, of the British production team of Powell-Pressburger, otherwise known as The Archers, and co-producer of the forthcoming release, "Tales Of Hoffman," arrived with

production designer Hein Heckroth for the premiere of the film and also to visit Washington, Boston, Chicago, and Philadelphia to plug the film prior to its opening in those cities for pre-release engagements. He told us that future production plans will depend on the reception accorded "Hoffman," and if it is good they may make another operatic-ballet film, "Salome," by Richard Strauss, the rights to which are held by Sir Alexander Korda, with whom The Archers have a production-releasing arrangement. If this doesn't go through, then a dramatic war story taking place on Crete, "Ill Met By Moonlight," will get under way.

The producers, who made "The Red Shoes," Pressburger told us, learned much of the production technique needed for the ballet type of film through that effort, and, as a result, were able to bring in the new production for less than the cost of "The Red Shoes," but yet it looks more expensive. The latter, incidentally, is still playing off, and doing very well not only here but abroad as well. Eleven weeks' shooting were required on "Hoffman," which is in Technicolor, in addition to three weeks of recording and three weeks of "trick" work. The general release of the film will be in the fall by Lopert Films.

HEARING DEPT.: One of the local papers had a letter to the editor regarding the Kefauver Crime Committee hearings which said: "It has often been said, not without justice, that the American cinema gives foreigners a totally distorted view of our lives. The Kefauver hearings, however, should make us pause and reflect.

"Let us consider the characters. What Hollywood movie lot could have given us better types?"

The man has a point, wouldn't you say?

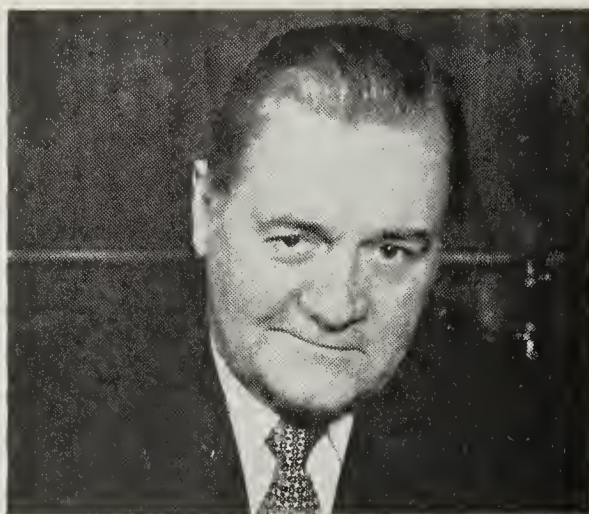
By now, as everyone knows, the hearings drew enormous crowds to spots having television sets in operation and theatre audience reaction was generally good when houses that had large screen television used it to air the hearings.

There is something odd about the thing. Just visualize that if a producer decided to make a film using court hearings and only cross examination, everybody would think him cracked but yet people sat glued to their small screen sets for hours on end to catch it all.

SUCKER DEPT.: If there is any inhabitant of this fair city who doesn't know about lemon drops by now, he must be hidden away. When Paramount's "The Lemon Drop Kid" opened at the Paramount, not only was there a "lemon drop



KONECOFF



Gradwell L. Sears, United Artists vice-president, is the reason why the company is holding a sales drive from April 1-June 2 with \$10,000 in prizes to be awarded to winning branches in the United States and proportionate awards for Canada.

guessing contest" held in front of the theatre, with the winners to get a load of prizes and contributions to the Damon Runyon Fund a voluntary facet, but also there were Roller Derby stars on hand to skate along the area's principal streets passing out lemon drop samples in small envelopes appropriately enough plugging the film and the contest. Traffic certainly slowed down for this stunt the other noon when we wandered over.

PREVIEW: The other night we stayed down to attend a sneak preview of U-I's latest Kettle entry, "Ma And Pa Kettle Back On The Farm," at a midtown neighborhood house, and the laughter almost rocked the foundations. This is about the best entry to date, if the audience has its say.

CROWD STOPPER: Easter week crowds on Broadway are being stopped by messages being flashed on the Bond sign, largest electric sign in the world, plugging "Lullaby Of Broadway" at the Strand, which is acclaimed by the Broadway Association.

THE METROPOLITAN SCENE: Bob Hope heads a special giant in-person show at the Paramount on April 8 featuring stars of stage and screen for the Damon Runyon Cancer Fund. . . . David Wayne and Tom Ewell, who play "Willie" and "Joe" in "Up Front," have been cited for their performances by a group of members of the Stars and Stripes Mediterranean Association. The citations were announced at a meeting held under the chairmanship of David Golding, who happens to be publicity manager for 20th Century-Fox, while "Up Front" is a U-I release. . . . The first annual award of Trans-Lux Theatres was announced, and films chosen by audiences who attended the circuit's houses were "Cinderella", "Annie Get Your Gun", "All The King's Men", "Adam's Rib", "Sunset Boulevard", and "All About Eve." They are booked for one-day return engagements at two houses starting on Easter Sunday. . . . Anybody know of a pair of three-year-old Chinese twins available for a featured film assignment? Pine and Thomas are looking for same. . . . Phil Gerard, U-I eastern publicity manager, and Charlie Simonelli, exploitation director, are back from the coast after confabs with ad.-pub. chief David Lipton. . . . Okeh pressbooks are in on "Molly", "Trio", "On The Riviera", "Santa Fe", and "Fourteen Hours." . . . The

Holiday Business Helps B'way Take

NEW YORK—Business in most of the Broadway first-runs spurted over the Easter weekend, with excellent grosses reported by Radio City Music Hall, Loew's State, Criterion, and others. According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"STORM WARNING" (WB). Strand, with stage show headlining Josephine Baker, hit \$35,000 on the last three days of the fourth week.

"THE LEMON DROP KID" (Para.). Paramount, with stage show, announced \$97,000 for the opening week.

"RAWHIDE" (20th-Fox). Rivoli reported a \$35,000 opening week.

"BIRD OF PARADISE" (20th-Fox). Roxy with stage show headed by Tony Martin, claimed \$62,500 for Wednesday through Sunday, with the second week sure to top \$98,000.

"ROYAL WEDDING" (MGM). Radio City Music Hall, with Easter stage show, garnered \$101,000 from Thursday through Sunday, with the third week expected to hit \$170,000.

"THE PRINCE OF PEACE" (Hallmark). Criterion reported an excellent opening week of \$45,000.

"NO ORCHIDS FOR MISS BLANDISH" (Alliance). Globe did \$12,000 on the fifth week.

"GAMBLING HOUSE" (RKO). Mayfair announced \$8,000 for the second week.

"BORN YESTERDAY" (Col.). Victoria had \$18,000 on the 13th week.

"FOURTEEN HOURS" (20th-Fox). Astor had \$17,000 for the third week.

"UP FRONT" (U-I). Loew's State expected the opening week to tally \$50,000.

"INSIDE STRAIGHT" (MGM). Capitol, with stage show, announced the second week at \$35,000.

MPA Okehs One Drive-In

WASHINGTON—The National Production Authority last fortnight okehed the theatre construction "hardship" application of John Tabit, Kanawha Theatres, Inc., Montgomery, W. Va., for \$12,000 to relocate a Charlestown, W. Va., drive-in. Denied were applications by Florida Coastal Theatres, Inc., Jacksonville, Fla., for a Delray Beach, Fla., theatre; H. E. Otto, Danville, Ky., \$9,000, for a Somerset, Ky., drive-in; and Long Theatres, Inc., Ray City, Tex., \$112,000 for four drive-ins at Victoria, Texas City, and Bay City, Tex., and Pasadena, Cal.

New Coast Action Filed

HOLLYWOOD—An anti-trust action involving Fox West Coast and 20th-Fox was filed in U. S. District Court last fortnight by Selma Steiner and her late mother, Frieda Siegelman, owners, Larchmont. The complaint charges Fox West Coast and other defendants violated federal anti-trust laws by obtaining a long-term lease on the Larchmont, running to 1962, at a "grossly inequitably low rental."

Abe and Joe Feinberg Agency recently created a special department, Auditorium Attractions, to handle concert artists, ballets, orchestras, and special packages strong enough to warrant a \$3.60 top admission. Particular attention will be paid to bookings in film houses of the larger seating capacities.

This Was The Week When . . .

The State Department commended American film company participation in the Uruguayan Film Festival. . . . Paramount concluded a national tieup with the Feature-Lock Diamond Ring Company on "Passage West." . . . Columbia held a three-day meeting in New York City to discuss sales of 16 important films.

Andy W. Smith, Jr., revealed that 20 top productions will be released by his company in the next six months, with five in Technicolor and one in Supercinecolor. . . . UA announced the world premiere of "Queen For A Day" in Waycross, Ga., on April 14. . . . RKO announced special exploitation in April, May, and June for "The Thing", "Tokyo File 212", and "Jungle Headhunters." . . . The University of Chicago revealed that the word "Oscar" had been included among 50,000 "Made In America" words in the "A Dictionary of Americanisms."

Realart held a meeting of executives and franchise holders in New York City. . . . MGM set the world premiere of "Go For Broke" at the Kuhio, Honolulu, for May 10. . . . Ben Kalmenson, Warners' vice-president in charge of distribution, presided over a two-day meeting of district managers in New York City. . . . Warners revealed that Doris Day, star of "Lullaby Of Broadway," would be honored today (March 28) at a celebration in Cincinnati. . . . Paramount completed a short Technicolor film, "The House On Any Street," starring Cecil B. DeMille, to be shown in connection with the United Cerebral Palsy Associations drive. . . . The board of Technicolor declared a dividend of 50 cents per share.

Columbia, Kramer In Deal

HOLLYWOOD—Completed last week was a \$25,000,000 deal calling for Stanley Kramer's independent producing company to deliver 30 pictures during the next five years for Columbia release.

Heading the 12 properties which Kramer's company will bring to Columbia are "Death Of A Salesman," "The Happy Time," and "Member Of The Wedding." Others are Donald Wilson's best-seller, "My Six Convicts"; Jan De Hargot's play, "Four Poster"; "The Wide House", a novel by Taylor Caldwell; an original by Carl Foreman, "High Noon," and an untitled Foreman original; Irving Reiss' "Four Shades In Blue"; Frank Rooney's "The Cyclist Raid," and Robert Louis Stevenson's "Markheim." All are in preparation.

Under the terms of the deal, Kramer will turn out six pictures a year, with Columbia financing and sharing in the profits.

Lippert Unit Pays Dividend

HOLLYWOOD—The first dividend of the Motion Picture Financial Corporation, organized a year ago by Robert L. Lippert for the purpose of financing a group of Lippert productions, declared its first dividend last fortnight.



A. E. Bollengier, former secretary-treasurer, Hal Roach Studios, Hollywood, recently arrived in New York City to assume duties as UA treasurer.

PCCITO Meeting In July

SAN FRANCISCO—Rotus Harvey, president, Pacific Coast Conference of Independent Theatre Owners, last week announced the group's convention would be held at Delmar, Cal., from July 16-19, with conclave headquarters at the Delmar Turf and Surf Club.

Kirsch Renamed In Illinois

CHICAGO—Jack Kirsch was last week reelected president, Allied Theatres of Illinois. Other officers elected are Van Nomikos, vice-president, and Ben Banovitz, secretary-treasurer. Oscar Brotman, Avalce, was added to the board of directors, and 14 directors were reelected.

Allied Asks Relief From Distributors

WASHINGTON—In a bulletin last week, Allied States Association asked distributors "to reexamine their present selling policies so as to abate existing hardships."

Allied said that "we ask them to do this in hopes of avoiding further internecine strife. If the plea is ignored we can look for an epidemic of protest meetings the like of which we have never seen before."

Dates for the spring board meeting were fixed for the Phillips Hotel, Kansas City, on May 14-15, with the national equipment show and drive-in theatre owners' convention being held in the same city from May 15-17.

St. Louis Plan To TOA

ST. LOUIS—Tom Edwards, head, Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois, and the organization's representative on the TOA board, stated last week that he would present to the TOA board of directors meeting at the Mayflower Hotel, Washington, D. C., on April 4-5-6, a plan for a national industry public relations ad campaign estimated to cost approximately \$5,000,000.

The campaign was discussed at a meeting of directors and officers of the MPTO, with Edwards authorized to proceed.

MMPTA Ratifies COMPO Changes

NEW YORK—The Metropolitan Motion Picture Theatres Association last week ratified COMPO by-law changes, it was announced by President Edward Rugoff.

YOU CAN'T KILL

THE THING

from Another World!

WITH A GUN!!

HOWARD HAWKS' *Astonishing* MOVIE!

R K O RADIO PICTURES

Ads like this are appearing in 58 National Magazines and 93 Sunday Newspaper Supplements totaling 185,761,000 circulation.

Testimonial Slated For IA's Richard Walsh

NEW YORK—Richard Walsh, international president, IATSE, will be honored for his "inspiring work on behalf of the Will Rogers Memorial Hospital" at a dinner on April 10 at 21 Club, it was announced last week by Abe Montague, chairman of the affair. Major film company and circuit executives in the metropolitan area will attend.

In addition to Montague, dinner committeemen are George Dembow, Charles Feldman, Morey Goldstein, James R. Grainger, William J. Heineman, Ben Kalmenon, Bernard Kranze, Robert Mochrie, William F. Rodgers, Charles Reagan, Al Schwalberg, and Andy W. Smith, Jr. Robert J. O'Donnell, general manager, Interstate Theatres, Dallas, will be toastmaster.

National Board Sets Program

NEW YORK—The National Board of Review of Motion Pictures announced last week that its annual conference scheduled for the Hotel McAlpin on April 5-6 would be addressed by George R. Canty, "American Pictures Abroad"; Bernard Kreisler, "Foreign Pictures In America", and Arthur L. Mayer, "Good People And Bad Pictures." On April 6, delegates will be guests of 20th Century-Fox at its home office, and will participate in a roundtable on community film activities, after which they will witness three films in third dimension and a preview of a new 20th-Fox film.

Loew's Anniversary Celebrated

NEW YORK—In celebration of Arthur M. Loew's 30th year in the industry, MGM's domestic and international sales and distribution departments will join hands in the promotion and merchandising of "Teresa," it was learned last week.

Morton A. Spring, first vice-president, Loew's International, announced that a main feature of the overseas celebration will be a competition among the various territories for the best national campaign that puts over "Teresa," and introduces Pier Angeli as a new MGM star.

Babb Schedules Regionals

WILMINGTON, O.—Kroger Babb, president, Hallmark Productions, Inc., last fortnight scheduled a series of regional meetings throughout the country with his zone managers. First meeting was held in Hallmark's Beverly Hills, Cal., offices. The next was set for the Ambassador Hotel, Kansas City. The following weekend Babb and his eastern managers met in New York, and on March 31-April 1, a regional meeting is set for the Gibson Hotel, Cincinnati.

SMPTE Setting Meeting Plans

NEW YORK—Industrial, medical, and military applications of motion pictures and television, as well as their more familiar uses for entertainment, will be explored in more than 50 technical reports on new equipment and techniques to be presented at the 69th semiannual convention of the Society of Motion Picture and Television Engineers, to be held at the Hotel Statler from April 30-May 4, inclusive, it was revealed last week.

EXHIBITOR Moves Offices To 246-248 North Clarion

PHILADELPHIA—Jay Emanuel Publications, Inc., moved into its new quarters, EXHIBITOR building, 246-248 North Clarion Street, last weekend.

The new offices on the second floor of the structure, are streamlined, with an eye toward the greatest possible efficiency.

New telephone numbers are: LOcust 7-7520-21-22.

U-I Reelects Blumberg, Others

NEW YORK—The board of directors of Universal Pictures Company, Inc., last week reelected the following officers:

N. J. Blumberg, president; A. E. Daff, vice-president; L. Goldberg, vice-president and treasurer; David A. Lipton, vice-president; Edward Muhl, vice-president; John J. O'Connor, vice-president; Adolph Schimel, vice-president, general counsel, and secretary; Eugene F. Walsh, comptroller, assistant secretary, and assistant treasurer; George Douglas, assistant treasurer, and Morris Davis, Percy Guth, and Anthony Petti, assistant secretaries.

Also re-elected were the five members of the executive committee comprising Blumberg, chairman; Daniel M. Sheaffer, vice-chairman; Robert S. Benjamin, Preston Davie, and Leon Goldberg.

Universal Pictures Company, Inc., and subsidiary companies reported for the 13 weeks ended on Jan. 27 a net profit of \$107,130 after provision of \$55,000 for federal income taxes. This compares with a net profit of \$12,924 for the corresponding period of the previous fiscal year.

Lifton's Death Mourned

HOLLYWOOD—In respect to the memory of the late Louis S. Lifton, for 15 years national director of advertising and publicity for the company, Allied Artists and Monogram studio last week closed during the period of the funeral services for him. Final rites were conducted at the Church of the Recessional, Forest Lawn Memorial Park, Glendale, Cal.

Studio Ticket Tax Asked

WASHINGTON—A federal tax on tickets to radio and television studio programs was urged last week by the League of New York Theatres, whose spokesmen declared, "We do not feel the vast audiences served by radio and television should go untaxed, to our detriment and also at a loss to the government."

Fred Meyers Joins UA In Executive Sales Post

NEW YORK—William J. Heineman, vice-president, United Artists, in charge of distribution, last week announced the appointment of Fred Meyers as New York-metropolitan district manager and circuit sales head for the company.

Meyers joins United Artists after 20 years in the film business, associated primarily with RKO Theatres and Universal-International.

SAG Clarifies Policy On Hearings

HOLLYWOOD—The first organization to declare its policy last week in connection with the new House Un-American Activities Committee hearings was the Screen Actors Guild, which condemned the "Communist Party conspiracy," and cautioned against the "smearing of innocent individuals."

The SAG statement, signed by the guild board, said, in part: "It is not the province of our board to decide what is the best method of carrying out this aim. It is our hope that the current House Committee hearings will help to do so, in an objective and intelligent manner. We are informed that the committee will guard against smearing any innocent individuals. We will watch with extreme interest the way in which the hearings are conducted and any and all developments stemming therefrom. The Guild as a labor union will fight against any secret blacklist created by a group of employers. On the other hand, if any actor by his own actions outside union activities has so offended American public opinion that he has made himself unsaleable at the boxoffice, the Guild cannot and would not want to force any employer to hire him. This is the individual actor's personal responsibility, and it cannot be shifted to his union."

Meanwhile in Washington Larry Parks told the investigating committee that he had been a Communist Party member from 1941 to 1944 or 1945, but said he now regarded Communism as subversive, and that he would defend the United States again a Russian attack. He asserted that neither he nor anyone he knew was instructed to influence the thinking of the American people.

Gale Sondergaard and Howard DaSilva, two other witnesses, declined to answer the committee's questions regarding membership in the Communist Party and other organizations on grounds that they would be incriminated.

Parks declared he would not apologize for what he termed "a youthful mistake in judgment," and expressed doubt that he would now be permitted to continue his film career. "As an actor," he said, "my activity is dependent on the public. To be called before the committee at its request carries a certain inference and innuendo that I am not loyal to this country. This is not true. But the inference and innuendo are there."

At least two members of the House Un-American Activities Committee expressed the hope that the industry would not take retaliatory measures against Parks, one of them saying his opinion of Parks has gone up very much, and "I hope he has the best boxoffice he ever had."

William E. Benton Passes

SARATOGA SPRINGS, N. Y.—William E. Benton, 58, president, Benton Theatrical Enterprises, died at a hotel in Miami, Fla., where he had been living since he became ill almost a year ago.

A veteran in the industry, he had been in the business for 30 years, in addition to being a prominent political and civic figure. His son, James E., Jr., has been associated with him since coming out of the service.

PEOPLE

NEW YORK—Arthur B. Krim, president, United Artists, last week announced the election of A. E. Bollengier as treasurer. Bollengier will supervise all liaison for UA with the banks and producers on financial matters, operate as chief statistical control officer for the company, and direct home office and branch operations, procurement and personnel relations. H. J. Muller, until now treasurer, retains his functions with the title of comptroller. Muller will continue to devote full time to the maintenance of the company's books and records, and to the receipt and disbursement of funds.

TORONTO—The Canadian Motion Picture Distributors Association last fortnight reelected Gordon Lightstone, general manager, Canadian Paramount Pictures, president. Harvey Harnick, sales manager, Columbia Pictures of Canada, was named vice-president.

NEW YORK—Wolfe Cohen, president, Warner International, last week announced the appointment of Harry H. Ronge as Warner manager in Bogota, Colombia, and Samuel Jones as the company's manager in Djarkarta, Indonesia.

PLEASANTVILLE, N. Y.—William P. Short was appointed chief engineer, General Precision Laboratory, Inc., last week. He will supervise production of GPL electronic and optic equipment developed by the company's research division.

WILMINGTON, O.—Earl Erwin, former unit manager, was last week promoted to eastern supervisor of units for Hallmark Productions, Inc., by general manager Jack Thomas. Erwin has been with Hallmark since 1949.

NEW YORK—Samuel Goldwyn last week signed William Dozier to be his assistant and story editor for the company. He has held top posts at Paramount, RKO, and U-I.

Tradesters Aid Israel Drive

NEW YORK—Prominent members of the motion picture industry will play a leading role in the forthcoming \$500,000,000 bond issue to be floated by the Government of Israel, it was announced last week, joining the board of governors of the American Financial and Development Corporation for Israel, established to direct and manage the sale of Israel bonds in this country.

Among those who have thus far become affiliated with the leadership are Barney Balaban, Paramount; Samuel Goldwyn, Samuel Goldwyn Productions, and Bernhard E. Hoffman, Warner Brothers Circuit, New Haven.

"Eve" Wins Again

NEW YORK—"All About Eve" was selected by the Foreign Language Press Film Critics' Circle as the best film of 1950, it was announced last week. Best foreign film honors went to "The Titan," with "The Winslow Boy" winning the vote as the best British production. Additional honors went to Darryl F. Zanuck, named best producer, and Joseph Mankiewicz, best writer and best director, with acting awards going to Gloria Swanson and Jose Ferrer.

More Meetings Held On Will Rogers Campaign

NEW YORK—Following the pattern established by the Indianapolis film exchange area field conference under the chairmanship of Sam Switow, M. Switow Sons Enterprises, Louisville, Ky., two more similar field conferences were held on behalf of the Will Rogers Memorial Hospital fund raising campaign this week, it was announced by Nicholas J. Matsoukas, campaign director.

The first was in Albany, arranged by D. R. Houlihan, 20th-Fox; Charles Smakwitz, Warner Theatres, and S. Ullman, Fabian Theatres.

The second field conference was held in Buffalo under the chairmanship of Elmer Lux, general manager, Darnell Theatres.

Following the showing of a special film, a general discussion of ways and means of expanding and perpetuating the program of the Will Rogers Memorial Hospital followed.

Gov't Cooperation Affirmed

WASHINGTON—In a series of conferences last week, Robert Coyne, on behalf of COMPO, reaffirmed the industry's willingness to lend full cooperation to the government. Coyne, Arthur L. Mayer, and Joyce O'Hara, MPAA acting president, discussed rawstock and the "red-hunt" by the House Un-American Activities Committee.

The rawstock supply and demand situation is being investigated by Nathan D.

SIMPP Retains New York Offices

HOLLYWOOD—Published reports that SIMPP would close its New York office were denied last week by Gunther Lessing, SIMPP board chairman, who declared:

"Members of the Society are unanimous in the opinion that today more than ever before a vigorous fighting organization is necessary to preserve the rights of producers. That is what the Society has been, and what it will continue to be, with all facilities necessary to continue its work including its New York and Hollywood offices.

Proposed changes in COMPO by-laws and constitution were approved by the SIMPP executive committee.

SIMPP head Ellis Arnell will be on the west coast soon for meetings with the SIMPP board.

William B. Levy, Walt Disney Organization, and a member of the Society's executive distribution committee, will represent SIMPP in the Italian-American film talks scheduled to begin today (March 28).

Golden, director, motion picture and equipment division, NPA, and by O'Hara on behalf of the MPAA.

The Treasury Department indicated through bond promotion officials that no immediate industry help was required since the next big bond sales drive is not expected until next fall.

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MISCELLANEOUS

NEWSREELS

IN ALL FIVE:

New York City: O'Dwyer before Kefauver committee.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 34, No. 24) Japan: Volcano on rampage. Austria: Avalanche buries town. USA: "Bird Of Paradise" spring styles.

NEWS OF THE DAY (Vol. XXII, No. 258) Northern Canada: First Eskimo nun. Key West, Fla.: Vacationing President Truman holds press conference. Japan: Volcano on rampage. Austria: Avalanche buries town (except Salt Lake City, Cleveland, Cincinnati, and Philadelphia). New York: Brigham Young cops collegiate cage crown (Salt Lake City, Cleveland, and Cincinnati only). Scranton, Pa.: Biddy basketball championship (Philadelphia only).

PARAMOUNT NEWS (No. 61) Montreal: Canada transfers \$50,000,000 worth of arms and equipment to Belgium. New York: Brigham Young cops collegiate cage crown. Beverly Hills, Cal.: Swim suits parade. Dayton, O.: Fifteen-year-old girl has African leopard as house pet.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 440) Japan: Volcano on rampage. Korea: Mud slows up UN advance. California: Sixth Infantry Division in combat training. New York: Brigham Young cops Collegiate cage crown.

WARNER PATHE NEWS (Vol. 22, No. 63) Seattle: Korea vets come home. Japan: Volcano on rampage. Miami, Fla.: Elliott Roosevelt weds again. New York: Babs Hutton back from Mexico. Beverly Hills, Cal.: Swim suits parade. New York: Brigham Young cops collegiate cage crown.

TELENEWS DIGEST (Vol. V, No. 12-A) New York City: O'Dwyer before Kefauver committee. Korea: Mud slows up UN advance. France: Wounded troops return. France: Newest weapons displayed. Chicago: Track climax.

IN ALL FIVE:

New York: Kefauver crime inquiry.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 34, No. 23) England: Britain-US airmen in joint maneuvers. Hudson Bay: First Eskimo nun takes veil. Vancouver: Barbara Ann Scott in Canadian ice show. Washington: F. Joseph Donohue sworn in as Commissioner (only Washington).

NEWS OF THE DAY (Vol. XXII, No. 257) England: Britain-US airmen in joint maneuvers.

WANTED: Experienced assistant manager or relief manager, one with good chance of promotion. Send references, photograph and salary to start, at once.

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Georgia Theatremen Seeking More Production

ATLANTA—Theatre Owners and Operators of Georgia last week adopted a resolution to invite film companies to produce more pictures in the state.

Introduced by J. H. Thompson, president, and head, Martin and Thompson Theatres, Hawkinsville, Ga., it declared "We have the greatest scenery in the world, the best people in the world, and some of the best background material in the world. We've got everything Hollywood needs to make big movies."

The resolution, adopted unanimously, had scarcely been seconded before Mayor Lewis B. Wilson, Macon, Ga., sent a telegram to the meeting:

"Highly interested in the continued production of pictures concerning Georgia. Infinite range of possible subjects such as life of young Stripling, life of Sidney Lanier, Indian mounds, Little White House, Jekyll Island, 10 wonders of Georgia, and life of old Gene."

The theatremen approved a plan to invite any and all Georgians to come forward with suggestions for stories based on the personalities and history of particular localities. The annual TOOG convention on May 13-15 will send this idea to Hollywood.

PARAMOUNT NEWS (No. 60) Rome, Italy: Trieste's future spotlighted. Hudson Bay: First Eskimo nun takes veil. New drug, Heparin.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 439) Korea: Allied push continues; America's first dead start final journey. Scranton, Pa.: Biddy basketweavers.

WARNER PATHE NEWS (Vol. 22, No. 62) Korea: Allied push continues; America's first dead start final journey. Miami Beach, Fla.: Baseball chiefs vote out "Happy" Chandler. New York: Yo Yo champs.

TELENEWS DIGEST (Vol. V, No. 11-B) New York: Kefauver crime inquiry. Korea: Allied push continues. Japan: Student riots. Palm Beach, Fla.: Annual Seminole golf tournament.

NATIONAL BOARD OF REVIEW

March 10, 1951

SELECTED FEATURES: "Father's Little Dividend" (MGM); "Follow The Sun" (20th-Fox).

March 17, 1951

STARRED SELECTED FEATURE: "The First Legion" (UA); SELECTED FEATURES: "Abbott And Costello Meet The Invisible Man" (U-I); "Cavalry Scout" (Mono.); "Inside Straight" (MGM); "Lorna Doone" (Col.); "M" (Col.).

DuMont Asks Reversal

WASHINGTON—A petition was filed last week by Allen B. DuMont Laboratories asking the Federal Communications Commission to reverse its tentative findings of more than two years ago that DuMont is controlled by Paramount Pictures Corporation. DuMont claims that Paramount's ownership of its Class B common stock only gives it the power to elect three of DuMont's eight directors, and that control of DuMont affairs remains with Dr. Allen B. DuMont and other Class A stockholders.

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

RKO

"My Forbidden Past"—Mild program.

"Saddle Legion"—Standard western.

"Kon Tiki"—Travel documentary has merchandising angles.

"Footlight Varieties"—For the lower half.

MGM

"Go For Broke"—Good war show.

"The Painted Hills"—Pleasing dog show for the family trade.

20TH-FOX

"I Can Get It For You Wholesale"—Good program.

"Follow The Sun"—Pleasant program.

WB

"Lullaby Of Broadway"—Good musical.

Monogram Shows Profit

HOLLYWOOD—In a report to stockholders last week it was revealed by Monogram Pictures Corporation that the net profit for 26 weeks ended on Dec. 31, 1950, was \$163,312. Gross income for that period from film rentals, sales of accessories, etc., amounted to \$3,937,810, while costs and expenses totaled \$3,774,498. No provision for federal income taxes is required, the report continued, because of the loss for the preceding two years, which can be carried forward in the reduction of taxable income for the current year. Special amortization of \$400,000 has been provided for two pictures released by United Artists by a change to Monogram's income account.

This adjustment, the statement concluded, increases the consolidated loss for the year ended on July 1, 1950 from \$263,341 to \$663,342, and deficit account from \$704,826 to \$1,104,826, while the inventory of released production is reduced from \$2,953,269 to \$2,553,269.

Colosseum In Negotiations

NEW YORK—At a meeting with distributors' representatives last week, the Colosseum of Motion Picture Salesmen began negotiations for increased wages and expenses. The union was represented by David Beznor, Colosseum counsel; Harris B. Wynn, Jr., Atlanta; N. Provencher, Milwaukee; Floyd Klingensmith, Pittsburgh; Grady James, Oklahoma City; Reville Kniffin, San Francisco, and Paul Fine, Omaha.

Representing the distributors were Bernard Goodman, Warners; Clarence Hill, 20th-Fox; Harry Kaufman, Columbia; Joseph McMahon, Republic; Charles F. O'Brien, MGM; Tom Murray, U-I; Arthur Israel, Paramount, and A. A. Schubert, RKO.

Loew's Execs In D. C. Confabs

WASHINGTON—Top executives of Loew's, Inc., president Nicholas M. Schenck, J. Robert Rubin, vice-president and general counsel, and William Melniker, Loew's legal department, last week met with Philip Marcus, special assistant to the U. S. Attorney General in the anti-trust division, Department of Justice, to discuss a consent decree for the company.

NEWS OF THE

Territory

BRANCHES

Atlanta

For the second time, the screen at the Sunset Drive-In, Nashville, Ga., was blown down by windstorms. . . . Roxart Theatres, Sarasota, Fla., will take over the Art to show classic and foreign films. Stockholders are Mrs. Agnes B. Rogers, R. W. Scackleford, and Rogers Morgan, Tampa, Fla.

J. C. George, B. E. Addy, and Lanier J. Addy opened the Beach, Fort Screven, Ga. . . . S. Dunn, theatre owner of Florida and Georgia, entered the contest for a vacancy in the State House of Representatives from Gadsden County. The Row is pulling for him.

Ralph W. Tippet, 63, manager, Vogue, New Port Richey, Fla., died recently at the hospital in Bay Pines, Fla.

The old love bug went to Birmingham, Ala., and W. H. McKenzie, Jr., Queen Feature Service and Helene Smith were married recently. Folks on Film Row wish the new couple the best things in life.

Localites were sorry to hear that Hal Keeter, manager, ELC, was seriously ill in Charlotte. He was formerly with Warners here.

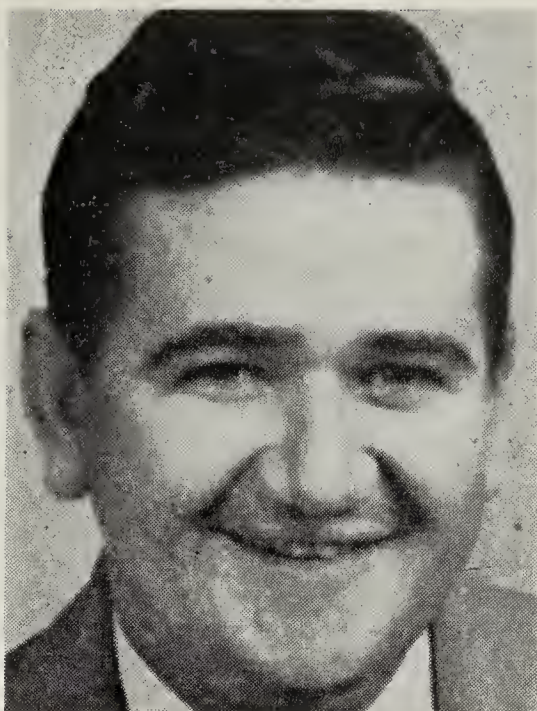
Clarence Smith, manager, Scott, Oneida, Tenn., reopened the theatre. . . . Grover C. Schaefer, formerly with Republic and ELC home office is now with Claughton Theatres, Miami, Fla., as auditor.

Jim Bennett, formerly of the Saul Korman Circuit, Detroit, and his wife are manager and assistant, Flagler, Miami, Fla. . . . Lief Ericson, assistant manager, Florida, Miami, Fla., entered Uncle Sam's payroll.

Ta'gar Theatres, Jacksonville, Fla., announced that it has taken over the Capital, Plant City, Fla. Jesse L. Marlowe is manager.

C. L. King is new manager, State, Plant City, Fla. . . . Called to the service was Judson Bell, U-I shipper, now with the marines. Added to the shipping department at U-I were Bill Johns and Carl Slappey.

Bill Kelly, manager, and Jimmie Frew, southern district manager, U-I were back from New York, where they attended a sales meeting. . . . J. E. Hutchinson will open his new Isle-of-View Drive-In, Pan-



Richard C. Settoon recently was appointed manager, U-I's Memphis branch.

ama City, Fla., soon. . . . Lois Fincher, formerly with U-I, is booker at ELC. She replaces Ernie Compton, who returned to Uncle Sam.

Gwenn Rogers, formerly with ELC, is now with the government. . . . David Goodson, son of the late Clyde Goodson, is now in the booking department at Paramount. . . . Thomas Dodd, was added to the booking department at MGM. . . . The Row was glad to welcome back Roy Hall, formerly with MGM and Screen Guild, now in the booking department of RKO.

Application was granted by the National Production Authority for the building in Miami, Fla., of the Liberty Drive-In at a cost of \$110,000. . . . Ernie Pelegrin, office manager, Columbia, Jacksonville, Fla., returned there after a visit. . . . Miss Lillian Barnes, is back at Columbia as secretary to Dick Johnson, office manager. . . . Harry Whitestone, former theatre owner, was in for a visit.



Sheldon Mandell, manager, St. John, Jacksonville, Fla., recently promoted this navy submarine display for the outside of his theatre from the navy recruiting office for Warners' "Operation Pacific."

On the Row visiting were: Joe Fink, Buckhead and Garden Hill, A. L. Bishop, Bishop Theatres, Columbus, Ga.; Sam George, Paramount; Howard Schuessler, Lam Amusement Company, Rome, Ga.; H. M. Ford, Ford, Lithonia, Ga.; R. H. Dunn, Camilla, Ga., and L. T. Sheffield, Rosemont, Headland, Ala.

Others on the Row were: E. H. Moon, Peoples, Donaldsonville, Ga.; Wendell Welch, Strand, Dallas, Ga.; C. S. Pitman, Pitman, Gadsden, Ala.; Tom Brett, Arcade, Sandersville, Ga., and R. J. La-Crosse, Ashland, Tenn.

The Hamilton Drive-In, Fort Payne, Ala., reopened. D. P. Hamilton is owner-manager. . . . J. W. Powers, owner of the theatre in Cedar Bluff, Ala., is now mayor. . . . Alvin Sexton, manager, Lyric, Prattville, Ala., resigned to go with the Moffitt Theatres as booker and general assistant to John Moffitt.

Wilby-Kincey's \$310,000 Rogers, Chattanooga, Tenn., was recently opened. The 1,257-seat theatre, the first first-run to be built there in over 30 years, is named in honor of Emmett R. Rogers, district manager. Rogers has been in that area since 1917.

In for a visit to Lippert was Joseph Smith, special representative. . . . A parade of 1,000 men from Dobbins Air Force Base, a 50-piece band, and other military forces ushered in the southern premiere of "Air Cadet," Loew's Grand.

Georgia Theatre Company President William K. Jenkins turned over \$18,830 to the Georgia chapter National Foundation for Infantile Paralysis, taken up through audience collections in "The March of Dimes" by the theatres under Jenkins' direction. Jenkins, who pioneered in bringing southern theatres into the first "March of Dimes," had urged his managers to cooperate with increased zeal to help meet the heavy increase in polio in recent years and the financial plight of the Georgia chapter.

Kermit C. Stengel, vice-president, Crescent Amusement Company, Nashville, Tenn., returned after illness. . . . Wil-Kin Theatre Supply installed a Cycloramic screen in the Dixie, Buydstown, Tenn.

Visiting were: Mack Jackson, Strand and Jackson, Alexander City, Ala.; Earnest Ingram, Ashland and Lineville; Paul Englar, Famous, Birmingham, Ala.; Bill Griffin, Cullman Amusement Company, Cullman, Ala.; R. E. Hook, Ala.; John Gaither, Heflin, Heflin, Ala.; John Moffett, Montgomery, Ala.; Hugh Martin, Martin Theatres; M. C. Moore, Riverside, Jacksonville, Fla.; W. R. Boswell, Greenland, Greensboro, Ga.; M. Maddox, Hampton, Hampton, Ga.; Nat Hancock, Roosevelt, Jefferson, Ga.; Mrs.

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V. M. Edwards, Ga., and Pete Brive, Pal Amusement Company, Vidalia, Ga.

J. E. McLeory, Monogram, Charlotte special sales representative, was in. . . C. S. Dunn, theatre owner in Florida, went back home after a spell of illness in a local hospital.

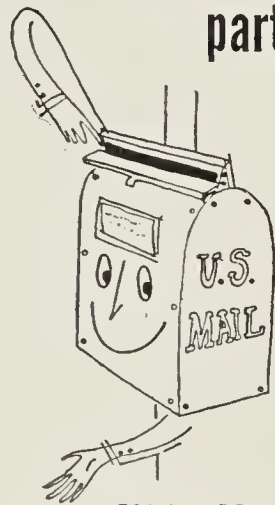
Bill O'Neill was appointed manager, Joy, Birmingham, Ala.

George Wilby, owner, 21 Drive-In, Miami, Fla., was in. . . Consolidated Theatres Company, Charlotte, is the new owner, Starlite, Spartanburg, S. C., with A. Eaddy as manager. . . Paul Bryant is the new manager, Midway Drive-In, High Point, N. C. . . The new 800-seat Harvey, Boca Raton Hill, Fla., has been redecorated. . . Mr. and Mrs. C. N. Hall, owners, Boulevard Drive-In, West Palm Beach, Fla., said that they hope to retire, and move to South Georgia.

The Lyric, Sumter, S. C., destroyed by fire, will be rebuilt. . . Branson James, owner, Royce, Royston, Ga., returned there after a visit in El Paso, Tex. . . Homer Robuck, former booker in Atlanta, is now with Uncle Sam in San Diego, Cal. . . Oscar Lam, president, Lam Amusement Compay, Rome, Ga., was in Boston undergoing hospital treatment.

Mozello Star, former secretary with MGM, now in Florida, was in visiting. . . Another Film Row employe to go with Uncle Sam is Bob Burnette, booker, RKO.

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Seen on the Row were: Bill Yarbrough, Emily, Hartwell, Ga.; Hugh Martin, M and M Theatres, Florida; Mrs. M. M. Osman, Covington, Ga., and M. W. Peck, Pex, Sparta, Ga.

Wylie Parden, was added to the shipping department at Columbia. . . Paul Player, Comet Drive-In, Sylacauga, Ala., is now at the Port, Port St. Joe, Fla.

Sue Hall, MGM, had a leg broken in an auto wreck. . . Mrs. Betty Holliman, secretary to William Richardson, Astor, was host to Louis Holliman and William Hardman at the Empire Room, Biltmore Hotel. . . Mrs. Betty Holliman and her husband were back after an Easter holiday spent in Macon, Ga. . . Ilah Knapp was added to the office force at Republic.

Charlotte

The Theatre Owners of North and South Carolina announced the appointment of the following committees: Membership, E. H. Hendrix, Jr., Reidsville; W. J. P. Earnhardt, Edenton; Harold Armistead, Easley, and Robert Saunders, Max Reinhardt, and Robert Saxton, Charlotte; Screenings: H. F. Kinsey, Charlotte; Ben L. Strozier, Rock Hill, and George D. Carpenter, Valdese; H. H. Everett, F. H. Deddingfield, and Harry Pickett, Charlotte; drive-ins: Hugh Sykes, Jr., Charlotte; Jack Biggart, Lancaster; Robert Jeffress, Charlotte; Irwin Rourk, Wilmington; Howard McNally, Fayetteville, and C. B. Hayworth, Pink Hill; film rentals: H. D. Hearn, Charlotte; S. T. Stoker, Thomasville; Ernest Stellings, Charlotte, and Howard Anderson, Mullins; 16mm: Roy Row, Burgaw; Roy Smart, Charlotte, and R. L. Champion, Wilson; insurance: E. J. Haley, Raleigh; J. F. White, Jr., Charlotte; J. B. Harvey, Clover; R. E. Bryan, Rock Hill, Warren Irvin, Columbia; J. C. Long, Charleston, and H. E. Buchanan, Hendersonville; South Carolina legislative committee: Warren Irvin, Columbia; R. E. Bryant, Rock Hill; J. C. Long, Charleston; B. L. Strozier, Rock Hill; J. B. Harvey, Clover; R. L. Wilburn, Buffalo, and North Carolina legislative committee: H. E. Buchanan, Hendersonville; T. A. Little, Charlotte; Worth Stewart, Charlotte; Roy Rowe, Burgaw, and Harry Cooke, Mount Olive.

Mike Honeycutt, six-year-old, the leukemia-doomed youngster, had his big moment when he received a special delivery air mail letter from his hero, Roy Rogers. Pictures of Rogers and Trigger accompanied the letter which Rogers had written by hand. The boy's father, Sergeant Roy Honeycutt, who was flown from the Korean war front to be with his sick son, admitted with a grin that he had to take a back seat. The lad was so wrapped up in that letter, and had the nurses tape the pictures to the foot of his bed.

J. M. Kime, Roseboro, N. C. is the new owner, Motor Park, Clinton, N. C. Former owner is C. B. Hayworth, Motor Park, Pink Hill, N. C.

The Carolina, Allendale, S. C., reopened after remodeling.



The recent premiere of 20th-Fox's "Halls of Montezuma" Paramount, Nashville, Tenn., was highlighted by a concert by this high school band outside the theatre.

Managers of Stewart Theatres were all in for a meeting. . . Mrs. Betty Patterson, Saxton Theatrical Service, is handling the booking for the Sixth Naval District.

Eden Drive-In, Edenton, N. C., will reopen on April 1.

In booking were: Julian Thompson, Star, Cornelius, N. C.; Roy Champion, Champion Theatres, Wilson, N. C.; Jimmy Earnhardt, Taylor, Edenton, N. C.; M. Goodnough, Royal, Simpsonville, S. C.; Roy Rowe, Pender, Burgaw, N. C., and Kit McGowan, Joyce, Spring Hope, N. C.

Memphis

Patricia Medina and Anthony Drexel arrived in connection with "Valentino," Malco.

REALART—Mr. and Mrs. Jerry Jernigan, branch and office manager, spent a week in New York at a meeting of Realart franchise holders.

MONARCH THEATRE SUPPLY—Harry Paul, RCA, Atlanta, was visiting, as was W. L. Moxley, Blytheville, Ark.

PARAMOUNT—L. W. McClintock, branch manager, attended a meeting in Dallas. . . Walter Kirkham, Commonwealth Amusement Company, Kansas City, and K. K. King, Searcy, Ark., were in.

20TH-FOX—Visitors included Tommy McClure, Conway, Ark.; Ben Jackson,



Judy Held, above, daughter of Mrs. Gladys Moore, New Orleans Film Row photographer, and John Held, Jr., New York, recently became Mrs. W. Monsour.

Ruleville, Miss.; C. J. Collier, Shaw, Miss.; Leon Rountree, Water Valley, Miss.; Whyte Bedford, Hamilton, Ala.; Jimmy Singleton, Marked Tree, Ark.; Paul Bradley and Paul Shaffer, Marked Tree, Ark.; C. R. Grey, Prescott, Ark., and Mrs. J. C. Noble, Leland and Hollandale, Miss.

Miss Grace Law, inspectress, and J. E. Nelson were married on March 5.

WARNERS—Miss Frances McBride, cashier, ill for some time, returned fully recovered.

New Orleans

Oscar Morgan, general sales manager, short subjects and Paramount News, was in on a business trip.

The Silver City, Alexandria, La., was sold to Bernie F. Rosenthal by Silver City Theatre, Inc., Mrs. C. L. Hayne, president. The theatre will be operated by Rosenthal and his sons, Bernie F., Jr., and Arnold Jack, and will be remodeled and redecorated.

Walter Titus, Jr., division manager, Republic, visited. . . . Bill Thomas, Republic sales representative, Mississippi, is driving a new company car. . . . Mr. and Mrs. I. Oberlin, Ritz, Natchez, Miss., visited with film buying and booking representative J. G. Broggi.

John Dolos assumed operations of the Marion, Marion, La., by purchase from B. J. Green. . . . Mr. and Mrs. John Caldwell and wife, Strand, Farmersville, La., made the rounds. . . . L. C. Huval, Pines, Maplewood, La., sprang a surprise visit.

March 17 belonged to St. Patrick and shure it also belonged to Jack Auslet, even tho' not a son of the Ould Sod, with the whole "Kit and Kaboodle" on hand to celebrate his 75th birthday.

John "Slim" Grainger, office manager, Columbia, was home on account of eye trouble. . . . Mr. and Mrs. Al Randall, Woodville, Miss., was in.

J. T. Harris, representative, Western Adventure Pictures, visited Joy Theatres, Inc. . . . Mrs. Gladys Smith, formerly with Realart, joined Eagle Lion Classics as cashier replacing Alberta Schindler, who joined Realart-Masterpiece as bookkeeper-cashier.

PARAMOUNT—Foster Notard, office manager, and Frank Musso, assistant cashier, will report to active duty in the air force on April 1. Hotard is a veteran of World War II, holding the rank of captain since 1940.

Exhibitors visiting were: A. W. Vowell, Liberty and Lakeview Drive-In, Taylorsville, Miss.; F. G. Pratt, Jr., Vacherie, La., and his manager Harold Dacey, Fun, Lockport, and Gayle and Rex, Raceland, La.; G. L. French, Mendenhall, Miss.; James Corlin, New Scott, La., and A. Harry Conrad, Broussard, La.

Recent reopenings were the Scott, Scott, La., which James Corlin, new owner, renamed the New, and the Florence, Miss., which Roy Walthrop

said he would operate on a weekend basis.

Hon're Tate reported that workmen are busy rebuilding his Roxy Lawtell, La., for an early April opening. The old Roxy was destroyed by fire.

20TH-FOX—Yvonne Blanchard, secretary to manager William Briant, set her wedding day for April 15 at the Church Of The Little Flower. She will wed Dickie Sallinger. She will resume her secretarial work. Tom McElroy, Shreveport, La., and Roy Walthrop, Florence, Miss., were callers.

Mrs. Henry Lazarus left for a visit in New York. . . . Milton Dureau, general manager, Real Art-Masterpiece, is back after a visit with Bijou Amusement buyer Sprott, Nashville, Tenn.

F. Paul, associate owner, Avenue, was on an extended business trip in New York. . . . Maxine D'Arcourt, booker, and Miss Landry, secretary, Pittman Theatres, Inc., motored to Baton Rouge. . . . A. W. Vowell was in buying and booking for his Liberty and Lakeview Drive-In, Taylorsville, Miss.

George Pabst left for New York to join other ELC branch managers and home office officials for a meeting. . . . Roy Pfeiffer, Baton Rouge, La., was in to arrange bookings for his Istrouma. . . . Harold Blanchard, Napoleonville, La., visited Joy Theatres, Inc.

John Williams, chipper as ever, was in merchandising and setting in dates for his Lamar and State, Jackson, Miss.

REALART MASTERPIECE—In calling were A. L. Royal, Meridian, Miss.; Hank Jackson, Hattiesburg, Miss.; Jack O'Quinn and daughter, Echo Drive-In, New Iberia, La., and Joy Theatres, Kaplan and Kinder, La.; Weldon Limroth, Rester and Giddens Circuit, Mobile, Ala.

Judge Walter B. Hamlin issued an order temporarily halting the opening of a theatre at 2201 Hibernia Street due to a dispute over a building permit.

Irma Atkinson is back at work in Monogram's inspection department after an absence of several days. She is happy to be about again without undergoing an operation, the doctor's first prescription. . . . President Joy N. Houck, Joy Theatres, Inc., took to the air on a business trip to New York City.

Mrs. Maggie O'Brien's hip injury, suffered in a fall in her home, proved fatal. She died on March 20. After funeral services, her remains were taken to Kentwood, La., her birthplace, for burial. She is the mother of Hazel Gordon, Republic.

Mayor Lew Langlois, New Roads, La., has a well organized calendar of official duties. He arranges it to allow him to make his weekly visits here in the interest of his Alamo, and to assist his son with his theatre in St. Francisville, La.

Holy Week of the Lenten season showed a noticeable slowing down of visiting exhibitors. Among those who

visited were: O. C. Shannon, Idle Hour Drive-In, Yazoo City, Miss.; Don George, Don Theatre Circuit, Shreveport, La.; Boo Siegler, Dome Drive-In, Hattiesburg, Miss.; A. J. Rosenthal, Joy and Silver City, Alexandria, La.; Ira Phillips, Moreauville, La.; William Butterfield, Teche and Rustic, Ruston, La.; Floyd Murphy, Strand, Vicksburg, Miss.; Lew Langlois, New Roads, La.; Milton Guidry and E. R. Sellers, Yam Drive-In, Opelouses, La.; Andrew Orkin, Amite, Jackson, Miss., and F. G. Pratt, Jr., Vacherie, La.

O. C. Shannon, Idle Hour Drive-In, Yazoo City, Miss., was here for a confab with buyer booker J. G. Broggi.

Goodwyn J. Broggi, 17-year-old son of Mr. and Mrs. J. G. Broggi, and a senior at St. Paul's College, Covington, won first honors in the Sixth District American Legion oratorical contest held at Southeastern Louisiana College. His topic was "The Four Freedoms." On March 30 he will compete in the finals at McNeese State College, Lake Charles, La. His father runs the J. G. Broggi Theatre Representative buying booking exchange.

Paramount-Gulf Theatres, Inc., recently disposed of two more theatres in compliance with the decree. The Capitol, Monroe, La., was sold to Jackson and Deas, Inc., and the Empire, Mobile, Ala., was acquired by Giddens and Rester Circuit. Both new managements assume operations on April 1.

Effective on May 1, Theatres Service Corporation will buy and book films for J. W. Illsey's New Rebel and Ritz, Columbia, Miss. Nick Lamantia has contracted with them to represent him in the buying and booking of films for his Ritz, Bogalusa, La.

The Capitol, an all-colored theatre, which opened its doors on Easter Sunday, is equipped with RCA sound and projection. Raymond Gremillion, Southeastern, made the installation.

Sam Pasqua, Gonzales, La., and Sorrento, La., is reported on the mend after illness.

John Schaffer, City film delivery and pick-up service, is visiting with his daughter and family, the P. J. Eichornes, Memphis. . . . Don George, Shreveport, La., was able to take his place in the president's chair at the recent ATOOGS board meetings. Due to illness in the



family several months passed since his last visit.

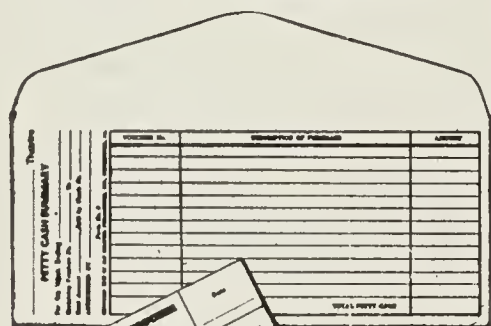
Florida Miami

Bill Goller, manager, Tower, was scanning the skies for the appearance of the stork. . . . Craig Collins, relief manager, Wometco, was pinch-hitting for Bob Chait, student assistant, Essex, on the sicklist. . . . An interesting customer bonus at the Olympia recently was the fashion show. . . . Florida State Theatres planned Easter Saturday matinees with live chicks and bunnies for the lucky youngsters. . . . Minor alterations and improvements are again in progress at the Wometco home offices.

Robert Perry is acting as temporary manager, Royal, where he has Lloyd Kortum as his assistant. . . . Harmon Ellison is now assistant, Capitol. . . . Ralph Wilson has been appointed manager, Baltimore. . . . The Carib, Miami, and Miracle were joint hosts to a triple theatre world premiere of "I Can Get it for You Wholesale." . . . The No. 1 Drive-In, Daytona Beach, Fla., a Bernstein theatre, is scheduled for a Shriner benefit opening, according to Bob Clyman, general manager.

The Daily News recently praised Mitchell Wolfson, Wometco Theatres, for providing a few answers from Hollywood on some questions pertinent to the investigation of Communism in Hollywood. Wolfson told the newspaper that at least 16 anti-Communist pictures had come from Hollywood.

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Georgia St. Marys

Sunday movies were shown for the first time at the Century, operated by L. O. West. After considerable debate and consideration of petitions, City Council decided to permit the showings at hours that will not conflict with church services.

Waycross

This city outdistanced every city in the country, and won for itself the "Queen City For a Day," world premiere celebration for the new Robert Stillman film, "Queen for a Day," on April 14, it was announced by Max E. Youngstein, vice-president, United Artists, and national director of advertising, publicity, and exploitation. The contest for the "Queen City" is the opening gun in a gigantic promotion on behalf of "Queen For A Day." On April 9, the national radio show will begin a 10-city tour under the auspices of Old Gold Cigarettes, sponsor of the program, and the Mutual Broadcasting System. The radio show will be utilized to the fullest to prepare for key city openings and general regional saturation booking of the film, scheduled to follow immediately. After the appearance of the radio show, local "Queen For A Day" contests will be held with thousands of dollars worth of prizes available to local winners. These contests will also be held in 40 other cities not visited by the radio troupe. Waycross, with a population of 18,842, was one of 540 cities which participated in a race to choose the world-premiere site of the film. The election was conducted by MBS for a three-week period, the Raymond Morgan Agency, producers of the radio show, Stillman, and United Artists. With Jack Bailey and Jim Morgan of the radio show on hand, in person, to headline a contingent of film and radio stars, the world premiere celebration will take place on April 14 at the Lyric, Lucas and Jenkins circuit. The entire city, county, and state officialdom is expected. State Senator Jack Williams, owner of the station and publisher, The Waycross Journal-Herald, will be prominent in the local festivities.

Louisiana Shreveport

W. A. Wingo, manager, Don, and Mrs. Hazel Sapp, manager, Davis, Bossier City, La., across the Red river from Shreveport, were united in marriage in a quiet ceremony by the Rev. W. R. Wendt, pastor, Bossier City Methodist Church. Both the Don and Davis belong to Don Theatres, owned by Don George.

James Arthur Wren, 22-year-old Buffalo man, who held up the Majestic, and secured \$71, and a few minutes later shot a police officer who tried to arrest him, was sentenced to 18 years in the State penitentiary on charges of armed robbery and aggravated assault.

Harry Carver Fletcher, 25, and his wife, Mrs. Louise Fletcher, 19, were sentenced in Caddo District Court on

charges of theft and simple burglary. Mrs. Fletcher was sentenced to two years on the parish farm but the term was suspended, and she was placed under active probation. She pleaded guilty last month to a charge of theft of \$170 from the Venus. Fletcher was sentenced to six years in the State penitentiary in two cases of burglary of the Venus.

North Carolina Greensboro

The North Drive-In was broken into, the safe was forced open, and a small amount of cash and a portable radio stolen.

Raleigh

Representative John Umstead, Chapel Hill, who had introduced an amendment to the State Revenue Bill which would restore a three per cent gross revenue tax on motion picture theatres which was removed during World War II, told the Joint Finance Committee of the North Carolina Legislature that he is withdrawing the amendment because facts and figures gathered by the State Tax Research Department show that many small theatres would be hurt by the amendment, while the larger theatres would be able to pay the tax easily. He said this would be an "inequity" which ultimately might drive the small theatre owners out of business. The tax would have netted the state about \$350,000 annually, which Umstead termed "chicken feed."

W. Sanford Jordan has been named manager, State, succeeding W. S. Maxwell, recalled to active duty with the army.

Winston-Salem

Rural residents of Forsyth County, N. C., have complained that drive-ins should not begin operation until 9 p.m. on Sundays, and the County Commissioners held a meeting at which legislation prohibiting the operation of drive-ins during Sunday evening church hours was discussed. Attending were Forsyth County legislators, drive-in operators, and interested citizens. Drive-ins outside the city have been beginning their showings at sundown on Sunday evenings. The city's theatres are required by law not to show films between 6 and 9 p.m., on Sundays, although they may open their doors at 8:45 p.m.

The Park-Vue Drive-In with a capacity of 350 cars formally opened. Seats for 150 persons without cars also are provided. J. H. Hayes, for several years manager of the colored section, State, Winston-Salem, is manager. Jasper J. Jones is projectionist and assistant manager. The latter has held a similar position at the Lafayette, Winston-Salem, for several years.

Tennessee Nashville

A bill to remove the Tennessee sales tax from film rentals was given final passage in the legislature, and sent to Governor Browning for signature.

NEWS OF THE

Territory

Chicago

Four of the 13 outdoors in the Chicago area opened, the Double Drive-In, Twin Open-Air, Starlite, and Drive-In. The Double Drive-In inaugurated an "early bird" cartoon show preceding the feature. Children under 12 are admitted free to the Starlite. . . . At the last checkup, Illinois had 48 drive-ins.

In Springfield, Ill., Judge Charles G. Briggles continued hearings in federal court in the suit of the Springfield Drive-In against film distributors and others accused of violation of the Sherman anti-trust act. The judge granted the plaintiff leave to add Paramount to the list of the defendants. Permission was also granted to file an amended complaint against the defendants.

Jack Kirsch, 48, Allied Theatres of Illinois, Inc., had a terrifying experience with three bandits who forcibly entered his car at a stoplight, and kidnaped him. Kirsch was rescued through the alertness of cruising police, but not until he had been severely beaten on the head with the butt of a 30-caliber automatic pistol, until blood streamed down his face, and was robbed of \$45. The bandits accosted Kirsch at Roosevelt Road and Wabash Avenue, not far from his office, and drove him in his car a couple of miles to Wabash Avenue and Monroe Street, near the heart of the Loop, where they took his money, and ordered him out of the car. As he started to alight, they changed their minds, pulled him back in the car, beat him with the gun, and continued north on Lake Shore Drive. The bandits had proceeded several miles when police in a squad car noted Kirsch's blood-stained face. Curbing the car, the police ordered the kidnappers out. Keeping the trio covered with their own weapons, they ordered the bandit gun thrown into the street. Kirsch was quickly taken to a hospital, where his wounds were treated, and his assailants, handcuffed, were taken to a police station.

H. Merrill Smith observed his 23rd year on the Altec staff. . . . Max Rosenfield, Clark, joined the Army.

Jack Kirsch was reelected president, Allied Theatres of Illinois, Inc., for a term of three years at the 21st annual meeting of the organization. Others chosen, for a one-year term, were: Van Nomikos, vice-president; Benjamin Banowitz, secretary-treasurer; Harry Nepo, sergeant-at-arms, and directors: Arthur Davidson, Richard Salkin, James Gregory, Verne Langdon, Sinuel Roberts, Ludwig Sussman, John Semadales, Saul Lockwood, Howard Lubliner, Charles Lindau, Nate Slott, Joseph Stern, Robert Harrison Oscar Brotman, and Bill Charuhas.

Embassy Theatre Corporation is the new name for the Emboyd Theatre Corporation. . . . Jack Isbee and Morris Weisell bought the Metropolitan, Highland Park, Mich. . . . Vaudeville for children, along with cartoons, is being presented by B and K at some of its neighborhood houses.

H. and E. Balaban's Surf and Esquire solicit inquiries from patrons as to picture preferences. . . . Charles Kloepier, Lans manager, Lansing, Ill., conducted a successful picture coloring contest.

Abe, Barney, and Polly Brotman formed the Hiland Theatre Building Company, Moline, Ill. . . . Jack Van Bursun, Savoy, Terre Haute, Ind., suffered a neuritis attack.

B and K turned over the Manor to the Manor Amusement Company, former operators. . . . The Ashton was opened at Ashton, Ill., with Clyde Sheppard as manager.

Gus Bjelke was upped to Harding assistant manager. . . . George May was appointed receiver, Highway Amusement Enterprises, Inc., Highway Outdoor, Waukegan, Ill., in a mechanics lien dispute. . . . Sylvan Goldfinger, Telenews western manager, is back from Arizona.

The National Confectioners Association will hold its annual convention and exposition at the Stevens Hotel on June 3-7. . . . Massac Theatres, Inc., bought the El Capitan Drive-In, Metropolis, Ill.

The Chicago Commons sponsored juvenile movies at the Esquire with tickets at \$2.50 for fund raising. . . . Roy Cherry was managing the Gateway while Ralph McFarland was on vacation in Mexico. . . . A northside neighborhood paper chain put on a square dance jamboree at Green Briar park fieldhouse to advertise "Ma and Pa Kettle Back on the Farm." . . . K. F. Wilcox purchased the Rialto, Pekin, Ill., from Publix Great States.

James R. Grainger, Republic vice-president, held a conference with branch managers. Among those attending were: A. H. Fisher, Chicago; Nat E. Steinberg, St. Louis; Bernard Brager, Indianapolis; J. E. Loeffler, Minneapolis; Jack G. Frackman, Milwaukee; Harry Lefholtz, Omaha; Paul Webster, Des Moines, and R. F. Withers, Kansas City. . . . C. W. Ritenour is new owner, Milford, Milford, Ind.

John G. Koletis was chosen president, newly formed Memri Drive-In Corporation, Rock Island, Ill. Other officers are Isadore N. Brotman, vice-president; Barney Brotman, secretary, and Sam B. Shlaes. . . . The Arcadia and the Elks, Olney, Ill., collected \$359 for "The March of Dimes."

Induction ceremonies were held on the stage of the Chicago for the first rookie to go up the gangplank of the submarine Silversides. . . . A. T. Blum bought the De Luxe, Camp Point, Ill. . . . Confection Cabinet Corporation is

established in permanent new headquarters at 153 West Ohio Street, following the fire which destroyed its former location.

John D. Loeks acquired the Division Avenue Drive-In, Grand Rapids, Mich. . . . Bill Methe was managing the Berwyn while Ted Boisenau was on an auto tour in Mexico. . . . John Elsner bought the Sun, Bangor, Mich., from Gus Elsner.

Dallas

C. H. Leavell and Company, El Paso, Tex., was awarded the contract to construct a 518-seat theatre at White Sands Proving Ground. The building will cost \$213,000.

Managers who have community theatre groups in their vicinity can profit from the showmanship of Dan Gould and Francis Barr, publicity managers, local Majestic, and the Worth, Fort Worth, Tex. The pair induced the Dallas Actors Guild Group to perform the stage play, "Born Yesterday," just before the Columbia film version came to town.

Three persons were apprehended in connection with the robbery of the Aztec, Snyder, Tex.

The new \$165,000 Osage Drive-In, Corpus Christi, Tex., opened. The owners are Chester W. Kyle and Lestere Miller.

Denver

The date for the 1951 convention of the Allied Rocky Mountain Independent Theatres was set for May 9-10 at a directors' meeting. A special invitation is being sent to Andy Smith, 20th-Fox, to tell of his company's sales plan, and to explain why it is said to be so hard for independents to buy that product in the Denver territory. The directors voted to join COMPO, and members were asked to pay COMPO dues. A committee is to be named to investigate the print shortage, and a buying and booking service was created, to be used by those desiring the service. This department will be managed by Robert Spahn, an independent film buyer-booker.

United Artists will world premiere "New Mexico" on May 3 at the Kimo, Albuquerque, N. M.

Doris Wille, office manager-booker, Republic, left in favor of keeping house for her family. . . . Floyd Brethour, ELC booker, and Miss Bobby Spahn, Monogram secretary, were married at St. James Catholic Church.

Film Row visitors included: Mr. and Mrs. Fred Hall, Akron, Colo.; Kenneth Powell, Wray, Colo.; Elden Menagh, Fort Lupton, Colo.; Mrs. Marie Goodhand, Kimball, Neb.; Robert Smith, Steamboat Springs, Colo.; Dorrance Schmidt, Bridgeport, Neb.; Neal Beezley, Burlington, Colo.; Burl Lingle, Estancia, N. M., and Leon Coulter, Loveland, Colo.

Ben Elrod is the new Republic branch manager.

Des Moines

Earl C. Helvig, 54, head film shipper, Loew's Inc., died of a heart ailment at Veterans Hospital. . . . Lloyd Street has been named as a booker at RKO. He formerly was with Realart. . . . A. H. Blank, head, Tri-States Theatres Corporation and Mrs. Blank returned from a winter stay in Hollywood, Fla., and Myron Blank, head, Central States, and Mrs. Blank returned from a trip to Mexico. . . . G. V. Fleming, Dunlap, Ia., purchased the theatre building at Cumberland, Ia., formerly owned by Doc Pace, Masena, Ia.

Kansas City

Federal Judge Richard M. Duncan awarded a fee of \$150,000 to the three lawyers who represented the Brookside Theatre Corporation in its damage suit against nine film companies. The counsel asked for \$250,000 plus expenses.

Los Angeles

Managers of the 17-United Artists theatres in northern and southern California met with general manager Fred Stein for a two-day mid-drive promotion conference. . . . Exhibitors from all over southern California attended the meeting of the SCTOA held in the Variety Club, and discussed ways and means of increasing grosses, competitive bidding, price-cutting, distributor practices, clearances, etc. Gus Metzger presided at the affair, which had Gael Sullivan, national director, and Herman Levy, general counsel, TOA, on hand. . . . Al Daff, general sales manager, U-I, and C. J. Feldman, domestic sales manager, visited the exchange.

The Airport Drive-In, near Santa Barbara, Cal., will be opened on April 3. This ozoner can accommodate 900 cars, and is equipped entirely with Simplex, including the new XL projector. The theatre is owned by Jay Sutton, Sherrill Corwin, and E. Graybill. Equipment was furnished by National Theatre Supply.

Mrs. Lila Weimar, wife of Republic salesman Fred W. Weimar, presented him with a bouncing baby boy, seven pounds, 13 ounces. . . . Bill McClintock, owner, Park and Huntington, Huntington Park, Cal., was confined to the Good Samaritan Hospital, under observation.

The Roger Young Village, army-type house located in the veterans housing project adjacent to Griffith Park, was swept by fire. The house was operated by S. F. Alexander. . . . Roy Dikson's Theatre Service Corporation, formerly Cooperative Theatres, booking-buying agency, moved out of the Film Exchange building into new quarters, at 1583 West Washington Boulevard.

Flu victims included Ann Chambers, Sylvia Solom, and Doris Callahan, RKO. . . . Sally Miller, RKO booker, was still resting at her brother's home in San Jose, Cal., but latest word received from her stated she suffered a slight strain to her back.

The MGM office had its share of flu victims, including Alex Weisman, Iris Ross, Grace Herrington, Violet Lundy,

Lew Herb is Still In the L. A. Area

(LEW HERB, EXHIBITOR representative, continues with his west coast story.-Ed.)

Another of the larger outfits is Theatre Service Corporation, headed by Roy Dickson, a veteran industryite, who has been active in the business since 1908. Prior to moving to Los Angeles in 1936, he operated three theatres in St. Louis, and, at one time, headed the Selznick Film Exchange in that city. He opened his present office in 1942, and serves about 25 accounts.

One of the newer booking-buying combinations is that of Jimmy Finkler and Milt Smith, who specialize in serving drive-ins. Both veterans, Finkler had been associated with another organization before opening his own office with Smith, a former executive of Paramount distribution, who moved here from Chicago about two years ago. Before joining Finkler, Smith headed West Coast Productions, a trailer firm now defunct.

We next chatted with Miss Ida Schreiber, secretary and girl-Friday to the Southern California Theatre Owners Association, only active exhibitor organization in the territory. Organized in 1944, it is a unit of TOA, and hosted that organization's first national convention in 1949. Gus A. Metzger is chairman of the board, and Ezra E. Stern, well-known attorney, serves as legal counsel

and Eve Goednar. . . . Lloyd C. Owenby and salesmen, National Theatre Supply, are back after attending the regional in Denver. . . . Thornton Sargent, public relations director, National Theatres, was named chairman, public information committee, United Cerebral Palsy Association, Los Angeles County.

Milwaukee

The Sheboygan, Wis., Press paid special tribute to the Boy Scouts on the job assisting theatres in taking up collections for "The March of Dimes." The State handed in its check to the editor.

Up at Fond du Lac, Wis., manager A. J. Meininger, Alliance Fond du Lac, announced that extensive renovation work is in its completion stages. A new variety of vending machines has been added to the intermission refreshment department.

There are two bills pending at present in Madison, Wis., which may have far reaching effects on exhibitors. The first one concerns the lottery matter. The second bill pertains to the prohibition of employers from buying candy and cigarettes wholesale, and selling at cost to employees.

Universal-International folks went all out in welcoming new salesman Henry Porter. He spent 27 years in the business. . . . WEMP is using a promotional pass book gimmick. Scores of coupons are to be found in the book entitling the purchaser to numerous concessions and articles. Included are free admissions to all St. Cloud Amusement Com-

while Sherrill Corwin, another well-known localite, is regional vice-president of the parent unit, TOA.

The Independent Theatre Owners of Southern California and Arizona, a unit of the PCCITO, which flourished here for many years, is now inactive, according to the former secretary, Constance Auer, who still maintains an office in the Film Exchange building, but now devotes her time to theatre program listings for one of the dailies, besides doing some public secretarial work.

Another office in this same building is the headquarters for the U. S. Navy booking office, manned by John L. Evans, a former Missourian, who worked as a booker for 20th-Fox in both St. Louis and Kansas City before migrating here four years ago. He books for all of the naval installations in the Southern California and Arizona area, which is a part of the 11th Naval District.

Another organization in this same building is the theatre brokerage company operated by Sam Klein and "Doc" Barsky. There were many theatres for sale and some at any terms, some available on leases, while others could be had practically for the asking. Takers are far and few between, but both Barsky and Klein are optimistic about the future, especially if defense work and rationing become more prevalent. However, the influx of out-of-state exhibitors had ceased during the past year, and houses which could have been sold for good prices two years ago are now being offered at distress terms.

pany theatres, the Oriental, Tower, and Zenith.

Minneapolis

Blocked traffic caused by continuing and drifting snows caused a record number of film missouts, according to exchanges in the Minneapolis film zone. Missouts were very numerous in southwestern Minnesota.

Officers of Variety Clubs International, led by John Harris, attended the dedication ceremonies opening the Variety Club Heart Hospital on the campus of the University of Minnesota and banquet at the Coffman Memorial Union on the campus. Accompanying Harris were Bob O'Donnell, Ringmaster, Marc Wolf, International, Chief Barker, and Bill McCraw, executive director. Loretta Young, William Demerest, and Faith Domergue were among the Hollywood stars on hand.

Mrs. Percil E. Stephanson, 49, Nicolas, Fairmont, Minn., died from a heart attack. . . . The board of directors of North Central Allied met to discuss plans for the association's annual convention on May 7-8 at the Nicollet Hotel.

Mrs. Audrey Leach, former biller, Warners, gave birth to a baby boy. . . . M. A. Levy, branch manager, 20th-Fox, was vacationing in Florida. . . . Ted Davison, former assistant shipper, MGM, and now in the army, came home to marry Joan Olson. He has been stationed at Fort Riley, Kans. . . . Burtis Bishop, Jr., MGM Midwest sales man-

ager, was in, as was Jack Hollischer, Columbia auditor.

Bill Turner, MGM salesman, is back after recuperating from falling off a ladder near his home. . . . Kenny Gaines, shipper, Warners, is in the hospital after an auto accident. . . . Irving Mills, formerly of ELC, is new office manager at Columbia. . . . Hy Chapman, Columbia branch manager, is vacationing in the south.

Al Putz, head booker, MGM, is in the hospital recuperating from a heart ailment. . . . Anthony Dexter will make personal appearances in Minneapolis and St. Paul when "Valentino" opens. . . . Bill Brooker, Columbia exploiter, was in doing advance work. . . . Frank Woskie, Colby, Wis., exhibitor, is back from Florida. . . . Fire destroyed the Star, Summit, S. D. Loss was estimated at \$18,000 by Joe Larson, owner.

Kenneth C. Sargent purchased the Roxy, Clarkfield, S. D. . . . Matt Seiler and Louis Stellfluig closed the Herried, Herried, S. D., poor business. . . . Walt Whitmore purchased the interest of Vic Brooks in the Stanley, Stanley, N. D. . . . The Commercial Club, Aneta, N. D., purchased the Aneta, and reopened the house. . . . F. J. May sold the Grand, Grantsburg, Wis., to Rudy Walter, a South Dakota rancher. . . . A. H. Fischer, midwest district manager, Republic, was in.

Oklahoma City

Thompson Theatres opened the Derrick Drive-In, Healdton, Okla. . . . Drive-In openings in Oklahoma City were the Skyview Drive-In owned by Sam Caporal, and the Twilight Gardens Drive-In, owned by Video Theatres. . . . Paul Campbell, former owner-operator, O.K., Newkirk, Okla., purchased the Deal, Wynnewood, Okla., from Frank Deal and Charles Kemble, and the Sun, Wynnewood, and the Sun, Pauls Valley, Okla., from Dudley Tucker, Sr.

Harry Sachs, booker, I. D. Adelman Theatres, was a visitor, booking and buying for the Delman, Tulsa, Okla. . . . C. L. Nordean purchased the Rex, Konawa, Okla., from Bob Pfothaur, and the Tiger, Konawa, Okla., from R. A. Wilkerson, and has taken possession.

George Kelly, Okla., replaced Dick Rook, who resigned to enter the armed forces, as assistant shipper, Paramount. . . . Mrs. Lavetta Givens returned to the inspection department of Paramount.

State visitors were: L. E. Brewer, Royal, Pauls Valley; E. R. Slocum, Rocket, El Reno; J.R. Burns, Kozy, Granite; Ruby Jones, Ritz, Shawnee; R. V. McGinnis, Cozy, Tulsa; H. T. Burns and son Tony, Opera House, Apache, and L. A. White, Tech, Weatherford.

Omaha

Robert Livingston, Cooper Foundation, Lincoln, Neb., was reelected president, Nebraska Theatre Owners Association, at the annual meeting. The group took a

stand against a bill in the legislature to impose a state sales tax. Also elected were William Miskell, Tri-States Theatres district manager, vice-president; Ralph Falkinburg, Lexington, treasurer, and Avis Rutherford, Grand Island, secretary, as well as board members William Ostenberg, Scottsbluff; Wally Kemp, Grand Island; M. E. McLane, Fremont; Howard Kennedy, Broken Bow, and Ralph Ayre, Lincoln.

A radio show, ribbon cutting by Mayor Cunningham, and other features marked the opening of Walter Creal's Center. The 699-seat house has a special wheelchair section to accommodate patients from the new and nearby Veterans Administration hospital. Creal heads North Star Theatres, Inc. . . . Waldo Waybill's fire-damaged Joy, North Bend, Neb., is to reopen about April 1. Showings were held in the meantime in City Auditorium.

Donald Johnson bought the Lynch, Lynch, Neb., from G. W. Fleming, Dunlap, Ia., who purchased a house at Cumberland, Ia.

St. Louis

Eddie Rosecan, owner, Rialto, Hannibal, Mo., who will serve as the resident chairman for the regional meeting of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois at the Mark Twain Hotel, Hannibal, on April 19, met with Tom Bloomer, Belleville, Ill., and Paul Krueger, co-manager, Wehrenberg Circuit, St. Louis, members of the special committee in charge of the program. Arrangements will be made to have a bus carry exhibitors and others from St. Louis to and from the meeting. The bus will start from in front of the Empress.

At a recent MAN board meeting, a letter received from the Collector of Internal Revenue's office was read, advising that where theatres admit children free of charge if accompanied by parents the federal admission tax on all such children must be paid provided that other children must pay a cash admission price to see the show, and, of course, if the fixed rate for children is 10 cents or more. The possibilities of a national industry public relations advertising campaign, including use of television trailers for leading productions and institutional advertising in newspapers and magazines, etc., were discussed. President Edwards, a director of the TOA, will present the suggestion at the meeting of the TOA board scheduled for the early part of April.

Information released by the Department of Commerce indicates that a DO 97 must be shown in connection with any theatre purchase for repairs, for equipment or for parts. The necessity for stating in writing that the DO 97 has been extended comes under the provision of the NPA's Regulation No. 4.

Morton S. Gottlieb, manager, Joe Hornstein, Inc., reports that the local Columbia and Roxy and the Midtown, Woodriver, Ill., recently signed equipment service contracts with Joe Hornstein, Inc.

Out-of-town exhibitors seen along Film Row included: Marion Osborn, Skyway Drive-in, Mattoon, Ill.; Herman Tanner, Vandalia, Ill.; Tom Edwards, Farmington, Mo.; Charles Weeks, Dexter, Mo.; Tom Bloomer, Belleville, Ill.; Leo Young, manager, Altwood Drive-In, Woodriver, Ill., and son, Donald; Tilden Dockson, Crystal City, Mo.; Joe Goldfarb, Aiton, Ill.; Gus Boemler, Upper Alton, Ill.; Charles Beninati, Carlyle, Ill.; J. Hirth, Pacific, Mo.; Frank A. Reller, Wentzville, Mo.; Paul Schroeder, Lebanon, Ill.; Forrest Pirtle, Jerseyville, Ill.; Mrs. Regina Steinberg, Madison, Ill.; John Rees, Wellsville, Mo., and Bernie Palmer, Paducah, Ky.

Marvin Goldman, son of Mr. and Mrs. Charles Goldman, was married in New Orleans to a New Orleans girl. Goldman is part owner, Lyric, Senate, Carver, and several other theatres.

Leon Jarodsky, Paris, Ill., is still confined to his home by a fractured leg. . . . Paul Krueger, co-manager, Wehrenberg Circuit, has been confined to his home by illness. . . . Leo Keiler, president-general manager, Columbia Amusement Company, Paducah, Ky., confined to the Cedars of Lebanon Hospital, Los Angeles, hoped to return to Paducah soon.

The Princess has been closed indefinitely. The Mackland, operating on Fridays, Saturdays, and Sundays for some time, now has closed down entirely. The Roxy, East St. Louis, Ill., also is dark. The King Bee closed for repairs, repainting, etc.

The Better Films Council of Greater St. Louis will give a Film Festival at the Apollo on April 3. Herbert Jackson will be the guest speaker.

Bill Earle, manager, National Theatre Supply; Bill Earle, Jr., and Harry Hoff, sales staff, flew to Atlanta for a recent regional sales meeting. . . . Tom Bloomer, Belleville, Ill., purchased a stock interest in the Mount Vernon Drive-In, Mount Vernon, Ind., and will handle its booking and buying. . . . Anthony L. Matreci, Uptown and Crest, and Mrs. Matreci were vacationing in Florida.

J. V. Walker, for the past two years at the Fox Grand, Du-Quoin, Ill., has been appointed manager, Plaza, Mount Vernon, Ill. . . . The Hope, Elkhart, Ill., is broadcasting its weekly program over WCIL, Carbondale, Ill., each Friday. . . . An adverse NPA ruling definitely sidetracked plans for a new theatre in the Hampton Village section of South St. Louis planned by the late Sam Komm for lease to the St. Louis Amusement Company.

Tom W. Edwards, president, Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois addressed the Better Films Council of Greater St. Louis on the topic "The Effective Work Motion Pictures Do in Curbing Juvenile Delinquency." He pointed out that most juvenile delinquency may be traced to parents who are indifferent to their children's needs of

proper guidance, and declared that juvenile crime rates are lower in the smaller communities, where the motion picture is the sole source of entertainment. Edwards buttressed his defense of the movies as a good influence on youth.

Salt Lake City

The picture showing the life of Rudolph Valentino may never be shown in Utah because of a law peculiar to this state. W. G. Seib, Salt Lake branch manager, Columbia, announced his New York office has wired him to keep the picture out of local theatres. Reason is that the Valentino heirs threaten suit on grounds that the picture invades their privacy. Utah and West Virginia are the only states where this law reigns. The picture had been scheduled for the Centre.

Charles M. Pincus, retiring manager, Centre, was honor-guest at the Old Folks semi-annual theatre party at the Utah when more than a 1000 members watched him receive a scroll written by 72-year old Milton H. Ross. It was presented to him for having originated the old folks theatre parties 13 years ago.

Some 340 convicts watched their first film in their new home. Virtually all the men behind bars sat in individual seats to watch it in the prison's new auditorium, and there was room to spare.

San Antonio

Clarence H. Moss has been recalled to duty with the USAF. He is at present manager, Broadway, Interstate Circuit. . . . Bob Shelton, former manager, Highland, is now managing the Uptown. . . . Jack Walker, Uvalde, Tex., has been named manager, Highland.

Ken Lemke, former public relations director, Statewide Theatres, is now in a similar capacity with the Josephine. . . . Franklyn Flores, assistant booker, Clasa Mohme, had a siege of pneumonia. . . . Special Good Friday services were held at the Empire through the cooperation of Interstate.

Among exhibitors in to book were: Mrs. E. I. Cuellar, Rex, Mission, Tex.; Ramon Ruenes, Victoria, Brownsville, Tex.; Mrs. E. R. Ruenes, Ruenes, San Benito, Tex., and L. E. Harvey, manager, Falcon Dam, Falcon Village, Tex.

The Aztec, Snyder, Tex., was robbed. . . . Jeff Wolfe, manager, Gulf Drive-In, Corpus Christi, Tex., booked a high wire and limber pole artist for a three-night engagement.

The Osage Drive-In has been opened at Corpus Christi, Tex., by Chester W. Kyle, Kingsville, Tex., and Leter Miller, Corpus Christi. The drive-in cost \$165,000 to build, and has a capacity of 650 cars. Kyle is partner in two theatres at Kingsville.

San Francisco

Harold Wirthwein, western sales manager, Monogram and Allied Artists, ar-

rived for conferences regarding northern California releases of "Navy Bound."

Cliff Giessman, district manager, Oakland, Cal., Blumenfeld Theatres, resigned. With 25 years of theatre management behind him, he has not announced his plans for the future. . . . Jack McDougall, manager, Fox, Oakland, Cal., is recuperating from an operation. . . . Graham Kislingbury, district manager, North Coast Theatres, and a member of the "Gang Dinner" committee of the Union League and San Francisco Press Club, will play host to MGM producer Dore Schary, on May 11, when he will be guest of honor at the club's "Gang Dinner."

Hulda McGinn, public relations representative, California Theatres Association, will be in Sacramento, Cal., for the next three months representing theatres in northern and southern California at the legislative session. . . . Jean Gomes, a former resident of Moss Landing, Cal., is the receptionist at George Mann's Theatres. . . . Harold Citron, general manager, North Coast Theatres, and Norman Newman, head film buyer, were in. . . . Gladys Paul, WB contact clerk, returned after a flu attack. . . . Max Bercutt, Warner exploiter, with headquarters in San Francisco was ill at his home in Los Angeles. . . . L. E. Tillman, Columbia branch manager, attended the company's branch manager's meeting in New York. Inez Brodie, his secretary, returned after hospitalization. . . . Dan McLean, coowner, Embassy, returned from an early vacation in Mexico City. . . . Mary Marquard, secretary to assistant branch manager John Coyne, MGM, returned after illness. . . . Page Woodside, MGM booker-stenographer, resigned to return to Florida. . . . Mike Naify, Golden State Theatres chief; Herman Wobber, western sales manager, 20th-Fox, and Fox West Coast northern California advertising and publicity director Fay Reeder were the northern California showmen who attended the \$100-plate Conference of Christians and Jews dinner in Los Angeles.

The 1951 annual convention of the PCCITO has been set for July 16, 17, 18, and 19 at Del Mar, Cal. July 16 will be registration day, and delegates will be housed at the headquarters, Del Mar Turf and Surf Club. The business sessions will be held on the same lines as for the past two years. Delegates will work in committee to bring back their recommendations to the convention floor.

AFL janitors called a strike against 21 San Francisco theatres and 65 others elsewhere in northern California, but temporarily postponed a threatened walkout in Fox West Coast and several other major houses. Struck theatres here were of United-Paramount, Golden State, and Nasser Brothers. Exempted first-runs "pending further negotiations" were the Fox, Loew's Warfield, Golden Gate, Orpheum, and United Artists. Other downtown exemptions were the United Nations, Esquire and Embassy. George Hardy, international vice-president, Building Service Employees Union,

said the main issue was a demand for pay increases, and that the union and the employers were "not far apart" on the demand for a straight 10 per cent raise in the present \$12.75 daily pay scale. George Bowser, general manager, Fox West Coast, called the union office in Los Angeles, and asked for a truce. Therefore, picketing of Fox was postponed pending a meeting. Similar arrangements were made with Loew's Warfield and other exempted houses.

Seattle

Thirty-five executives and Washington and Oregon managers of Evergreen Theatres assembled in an all-day meeting to launch the National Theatres spring drive in the ninth Charles P. Skouras Showmanship Campaign. The meeting ended with a cocktail party and dinner. Among the executives present were: Frank L. Newman, president; W. H. Thedford, vice-president; George Patterson, treasurer; Vic Gauntlett, director of publicity; Frank Christie, buyer; Lowell Parmentier, purchasing agent; Carl Mahne, Washington district manager; Mose Mesher, Oregon district manager; Bob Rosenberg, Washington booker, and Lew Messler, Oregon booker.

Floyd Henninger, after an absence of eight years during which he served various other companies, returned to the booking department of RKO. He succeeds Robert Walker, assistant booker, who recently resigned to become a salesman for Monogram. . . . John Bateman, who resigned from the booking department at Paramount, has been appointed by William Forman as manager, Fife Drive-In, near Tacoma, Wash.

Barney Rose, western district manager, Universal-International, was here from California. . . . Mr. and Mrs. Ed Darby, Nachez, Wash., reopened their Top-Hi Drive-In, Toppenish, Wash. They also operate the Nachez. . . . Girls of the 20th Century-Fox officed honored Frances Seegar with a dinner at The Norselander. Mrs. Seegar recently resigned as cashier. Margaret Colasurdo, assistant cashier, has been promoted to cashier. . . . Ione Reynolds has succeeded Pat James as receptionist, 20th Century-Fox. Mrs. James retired to await a blessed event. . . . Bud Hamilton, Republic salesman, returned from a swing through Southwest Washington.

Among state Northwest exhibitors on The Row were: Peter Koppinger, Montesano; Walter Graham, Shelton; G. O. Spencer and Les Theuerkauf, Tacoma; Norman Clyde, Langley; Lionel Brown, Edmonds; A. G. Peechia, Eatonville, and Keith Beckwith, North Bend.

Sam Nathanson arrived from Los Angeles to arrange the road show engagement of "Cyrano de Bergerac," Metropolitan. . . . Kay Rex, stenographer, Republic, for the past 10 years, retired. She has been succeeded by June Tarantina. . . . Henry Haustein, Paramount, returned from Los Angeles. . . . Frank L. and Mrs. Newman returned from an extended stay in Palm Springs, Cal.

NEWS OF THE

Territory

BRANCHES

Cincinnati

John B. McCullough, Motion Picture Association, gave an instructive talk on "Conservation of Raw Stock and Film" at a meeting of office managers, head bookers, head shippers, and head inspectors of exchanges. McCullough is visiting exchanges throughout the country.

Variety Wives staged a very successful benefit dessert bridge party in the clubrooms in the Netherland Plaza Hotel for the "Heart of the Variety Club Fund." Mrs. J. S. Ambrose served as general chairman, with Mrs. Vance Schwartz and Mrs. William Onie as her assistants, and Mrs. Harry Nemo as ticket chairman, under appointment by Mrs. M. D. Dennis, president.

Al Sugerman, H. and S. Theatre Circuit, with Lee Hoffheimer as his partner, opened an office at 1064 Livingstone Street, Columbus, O., to represent Realart in that city and surrounding territory.

The U-I Social Club gave a shower for newlywed Betty Morrell Biederbeck, booker's stenographer, in the Fountain Square Hotel. . . . Tri-State Booking Service, Bill Borack, manager, is handling the booking and buying for Lilly Schneider and Dave Miller, Mur Drive-In, Parkersburg, W. Va.

Warren Corbus, former manager, suburban Esquire, is now managing the suburban Mariemont, and Harry Pond, formerly of the Cozy, Cedarville, O., has been appointed manager Esquire. . . . George "Bud" Gillian, formerly with Warners, is now booking manager for Schine.

William A. Meier, Paramount branch manager, attended a division meeting in Pittsburgh. . . . Stanley C. Jacques, RKO branch manager, was in Louisville, Ky. . . . Selig Seligman, general manager, Northio, and Murray Baker, head booker-buyer, were in Cleveland.

Carroll Puciato, Realart executive visited here and in Indianapolis. . . . William Bein, National Screen Service district manager, and salesman Derek Sidney and William Filger attended a sales meeting in Chicago. . . . Albert Glaubinger, ELC branch manager, attended a meeting in New York City.

Visitors included: Ted Pekras, Columbus, O.; F. E. Gross, Crooksville, O.; Ray Stout, Bill Luibell, and Francis Rafferty, Springfield, O.; Floyd Price, Newark, O.; E. C. Harvey, New Boston, O.; Bob Cannon, Cambridge, O.; George Turkulas, Hamilton, O.; Duward Duty, Marietta, O.; Bill Gillan, Lancaster, O.; Joe Scanlon, Zanesville, O.; Charles Williams, Oxford, O.; Al and Bill Thal-



Mike Simon, right, Paramount's Detroit branch manager, presents a certificate to William Connor, Dearborn, Mich., entitling him to a 10-day all-expense paid trip to Hollywood, one of the top prizes in Detroit's recent \$20,000 movie contest sponsored by all of the city's theatres.

heimer, Logan, W. Va.; Fred Helwig and E. R. Custer, Charleston, W. Va.; Frank Allara, Mattawan, W. Va.; William Cain, Jr., Paintsville, Ky.; Bud Hughes and Frank Carnahan, Manchester, Ky.; Ray Toepfer, Winchester, Ky.; Walter B. Hannah, South Shore, Ky.; J. C. Weddell, Lawrenceburg, Ind.; Mrs. Frances Wessel, Carrollton, Ky., and Frank Nollan, Ashland, Ky.

Cleveland

In refusing to review a taxpayers' suit challenging the legality of Cleveland's licensing ordinance, the Ohio Supreme Court has upheld Common Pleas Judge Frank J. Merrick and the Court of Appeals. Although the unanimous decision of the three courts provide that the ordinances involved are void in the Eighth Appellate District, namely Cuyahoga County, legal opinion is that similar laws in other localities would be similarly upset wherever they would be challenged. License Commissioner Stanley Nemec had testified in the hearings that of the \$10,000,000 annual "Bingo" take, less than three per cent ever was turned over to the charity which was supposedly sponsoring the games. Mayor Thomas A. Burke had all "Bingo" operators notified that their licenses are void, and that operations should cease

at once. He also asked that his previously prepared anti-"Bingo" ordinance be prepared for introduction in City Council.

Milton A. Mooney, head, Co-operative Theatres of Ohio, which he organized more than 10 years ago, is expanding his activities, and opening a branch office in Buffalo to buy and book pictures for exhibitors in that area. Bill Twigg has resigned as Cleveland city salesman for Warners to become manager of the Buffalo Co-op office, which already has signed service contracts with 16 drive-ins and 11 other theatres.

The industry loses one of its familiar members when Tony Laurie leaves the Columbia booking desk to join the Prudential Life Insurance Company in a sales capacity. Before joining Columbus, Laurie had been with Warner Theatres.

Some 75 Variety Club members checked in at the Theatrical Grill for the dinner honoring Irwin Shenker, outgoing Chief Barker, and Abe Kramer, new club head. Shenker was presented with a wrist watch by Jerry Wechsler, in charge of the affair. Guest speakers included Judge Arthur Dey and Judge Samuel Silbert.

Mrs. C. H. Brewer, president, Motion Picture Council of Greater Cleveland, Mrs. Norma Wolff, member, Board of Education, and Albert Young, director of public relations, Public Library were elected as judges in the \$1000-NEWS movie contest. When the judges have made their decisions, it is expected that Dorothy Hart, here on a visit to her parents in Shaker Heights, will make the presentation.

Bernie Wander resigned as manager, Shore. He plans to return to New York. . . . Max Jacobs closed his National Enterprises office, and is said to be devoting his time to the sale of a special type restaurant equipment.

Sid Zins, Columbus promotionist, was in conferring with Warners' J. Knox Strachen on a "Valentino" campaign.



U-I midwest distribution executives recently met John Davis, general manager for J. Arthur Rank, at the company's second of three regional sales meetings at the Hotel Drake, Chicago. Starting at the left, and going around the table, are: Mannie Gottlieb, Chicago; Charles Feldman, general sales manager; Leroy Miller, Minneapolis; Bob Wilkinson, Dallas; Henry H. Martin, Dallas; James Frew, Atlanta; William Blum, Cincinnati; Sam Oshry, Indianapolis; Dave Goldman, Milwaukee; Ted Reisch, Chicago; Lou Berman, Chicago; Jack Langan, Kansas City; Harry Hynes, St. Louis; Irv Weiner, Omaha; C. R. Ost, New Orleans; Charles Hudgens, Oklahoma City; Richard Settoon, Memphis; Ben R. Katz, Chicago; Lou Levy, Des Moines; Foster M. Blake, western sales head; I. M. Sochin, special film division; A. E. Daff, director of world sales, and Davis.

... Jerome Reinhart has come to terms with the projectionists as regards his Harrisburg, Pa., Drive-In and all pickets have been withdrawn. For the time being, the ozoner is operating weekends only.

The League of Showmen's Wives held the annual meeting in the Variety Club rooms. . . . Leo Jones, Upper Sandusky, O., notified exchanges that he is re-opening his Forest, Forest, O.

Hope Kramer, daughter of Associated Circuit executive Abe Kramer, started before the cameras at RKO. She is appearing with Janis Carter, another Cleveland girl, and Robert Young in "Half Breed."

Local 160, projectionists' Bowling League will meet the Detroit Nightingales in Cleveland on April 3 in the first of two matches to see who gets the William Kramer Trophy for the year. On April 17, the Cleveland team goes to Detroit for the final match. The trophy, which has been held by each of the contestants, is currently in the possession of the Cleveland team, presided over by Tom Smart.

Price scale for the reserved seat road-show presentation of "Cyrano de Bergerac" at the Lower Mall has been revised downward from \$2.40 top to \$1.80 top. Sales resistance was so strong that the Lower Mall management sought consent from the Stanley Kramer organization for a price change.

Detroit

Detroit juke box addicts could hardly help knowing "Born Yesterday" was playing at the Michigan. Publicity manager Alice Gorham stickered 2200 music machines with urgings to play "I Can't Give You Anything But Love" and then go hear Judy Holliday sing it to Brod Crawford in the Columbia picture.

John Tatu, Jr., Tatu and Metes Circuit, has a new son, Raymond John.

Television may force half of Detroit's 181 theatres to close down within two years, it was predicted. This dark picture was given by theatre owners to the Common Council, sitting as a board of review on tax assessments. Irving Goldberg, partner with Charles Komer in Community Theatres, speaking for a theatre group, estimated that TV already had cut into attendance in Detroit and nationally by 50 per cent. Goldberg also revealed the owners' private rating of current TV shows as to their effect on movie business. "When there's a prize fight, our attendance falls off," he said. "When Milton Berle is on, it falls off a little more, and when Dean Martin and Jerry Lewis are on, we really are in trouble. The Kefauver crime hearings have been murder." Goldberg and other owners were protesting continuing high assessments. The assessors, however, contended that theatres still were showing a profit.

Dillon Krepps, manager, United Artists, greeted Thelma Ritter at Willow Run Airport on her arrival in conjunction



R. D. O'Keefe, who for the past three years has been operating a drive-in, which he built at Bloomington, Ind., was recently named zone manager for the Denver-Salt Lake City zone for Hallmark Productions, Inc., by Kroger Babb.

with "The Mating Season," United Artists.

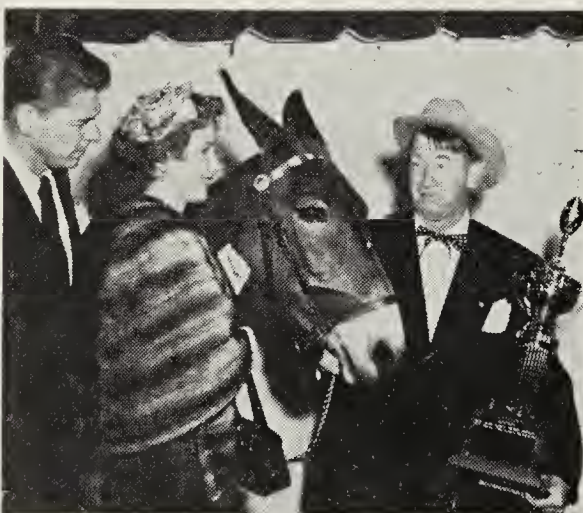
Milton Hale, Paramount exploiter, arranged 55 window displays in supermarkets advertising "The Lemon Drop Kid." Lemon drop candy in large bowls are shown in the displays, and those guessing how many drops are in the jar win free passes. Hale also reported that a party was given at the swank Detroit Yacht Club for all heads of supermarkets to discuss the advertising campaign.

Mike Simon, Paramount branch manager, and Milton Hale, exploiter, returned from a sales meeting in Pittsburgh. . . . A grand opera week was inaugurated at the Palmer Park. New operas were shown each day.

William Flemion has taken over as manager, first-run Coronet, owned by Albert Dezel. Sam Carver held the post before he took over operation of the Jefferson and Park. Carver returned last fall from Kansas City, where he was managing theatres. He is planning to take over the Oliver and Sheridan from the Auto City Circuit.

Indianapolis

Financial support for COMPO was urged in an ATOI bulletin. The same



Francis, U-I's "talking mule" star recently received a "Patsy Award" as one of the "Picture Animal Top Stars Of The Year" on the stage of the Cathay Circle, Hollywood. The awards were made by the American Humane Association. On hand to congratulate Francis were, at right, Chill Wills, who was Francis' voice; Piper Laurie, featured in the new Francis picture, "Francis Goes To The Races," and actor Ronald Reagan, m.c.



Tommy Phillips, left, a member of Norman Siegel's publicity staff at the Paramount studio, on the coast, was recently awarded a trophy as the best press agent of the year by Edward Strong, Sunday editor, The Los Angeles Times.

bulletin also questioned whether allowing free, children who accompany adults, into theatres would help the boxoffice. It claimed that it had been tried in the state, without any measurable change in children's business. The federal tax also has to be paid if the theatre continues to charge regular admission for an unaccompanied child.

The second meeting of the "Ned Depinet Drive" was held at RKO. Present were Nat Levy, eastern division sales manager, and his assistant, Frank Drumm, home office, New York, and Morris Lefko, district manager, Cleveland. . . . Bernard Broger, manager, Republic, visited Nashville, Tenn., to call on the Crescent and Rockwood Amusement Companies. . . . Russell Bleeke joined the ELC sales organization, and will call on the exhibitors in the southern territory.

Gene Tunick, manager, ELC, was in New York to attend a branch managers' meeting. . . . W. C. Kohlhorst, Fairy, Napanee, Ind., has been released from the Elkhart, Ind., hospital after being confined by pneumonia. . . . Gene Rovenstein, Comet, Burbon, Ind., redecorated his lobby. . . . The March business meeting of the Colosseum will be held on March 31 in the Hotel Antlers. Kenneth L. Dotterer will preside. . . . Norma Wilkerson, bookkeeper, Warners, is vacationing in Phoenix, Ariz., visiting her sister.

Bonnie Bush is the new availability clerk at United Artists. . . . The United Film Booking Service, operated by Ted Mendlesohn, will do the booking and buying for the Elwood Drive-In, Elwood, Ind., and the Noblesville Drive-In, Noblesville, Ind. . . . Booker James Franklin, 20th-Fox, confined by a virus infection, returned to work.

Exhibitors on Film Row were: Mrs. M. A. Wood, Best, Terre Haute, Ind.; Kenneth Bernard, Oxford, Oxford, Ind., and the Comet, Otterbein, Ind.; Mrs. Verne Gorell, Isis, Winamac, Ind.; J. Whitley, Colonial, Kokomo, Ind.; Kenneth Law, Cozy, Argos, Ind.; Mrs. Hilda Long, Hippodrome, Sheridan, Ind.; Guy Hanccock, Prewitt, Plainfield, Ind.; Robert Hudson, Jr., Hudson Circuit, Richmond, Ind.; Floyd Morrow, Drive-In, Shively,

Ky.; K. Maurice, Wabash, Clinton, Ind., and Forrest Songer, Veedersburg, Ind.

Barbara Small is the new clerk in the booking department at U-I. . . . The Vogue has installed a new Walker screen, clear vision and lifelike plastic style, according to Fred Sorrells, manager.

Drive-ins lighted up. Openings were announced for the Twin West and West Side, the two formerly known as the Theatair Twin; the Deluxe, Pendleton Pike, Shadeland, and Maplecroft. Later dates were scheduled for the Moywood, Westlake, and the Greenwood. Operators of the Meridian announced that the Showplace will open soon.

Pittsburgh

The flu epidemic hit Pittsburgh with a bang. Practically every office had several employees out, and the Warner Theatres zone office reported 10 out. . . . Constance Crimm, Stanley, was a contestant on the Arthur Godfrey "Talent Scout" radio and TV show. . . . The Dave Silvermans, he's the RKO branch manager, were delighted to learn that a Mayo Clinic check on their son, Zoel, showed nothing wrong. . . . Sol Bragin, Warner Theatres booker, pulled out for his annual Florida vacation. . . . The John Harris family sublet a doctor's \$100,000 home in Hollywood for three months while the doctor is in Europe.

Harry Cromwell, Pitt and Bedford, Bedford, Pa., was critically ill at this writing. . . . Miss Cuba Walker, executive, Ideal Amusement Company, Johnstown, Pa., is walking with crutches as a result of a sprained ankle. . . . Charlie Morgan, Paramount salesman, drove all the way from Nanty Glo, Pa., to Johnstown, Pa., in low gear when his clutch froze. It was snowing heavily, to add to his discomfort. . . . The daughter-in-law of Tom Hickes, Aldine, Saxton, Pa., is running a flower shop in the Aldine building. She has the reputation of making the best set pieces and floral arrangement of any florist within 50 miles. . . . The Max Shulgolds, Crown, celebrated their 15th wedding anniversary. . . . Duke Hickey, exploiter, U-I, was in arranging for plugs and publicity for "Up Front."

Joe Mulone, Cheswick, Cheswick, Pa., put on a cooking school. . . . Bob Lieber, Rankin, Pa., exhibitor, is back on his feet after an operation. . . . George Wahn, former Republic cashier, now in the navy, was around. . . . Jim Lindsay, former publicity man, Harris Theatres, was put in charge of exhibits at the Carnegie Institute. . . . Bart Dattola, New Kensington, Pa., is at Johns Hopkins, Baltimore, Md., for treatment of a leg injury. . . . Anthony Delisi, Saltsburg, Pa., is the father of a baby girl. . . . The M. A. Silvers, he's the Warner Theatres zone manager, are back from a West Indies cruise.

Clarence Bell was here in advance of "Valentino." He was press agent for Gloria Swanson in a stage show at one time. Tony Dexter is due to come to town for the opening at the Harris. . . .



John Wayne was besieged by youthful fans in the Imperial, Cannington, England, while on his recent tour of suburban theatres during his visit to London for the opening of Republic House, new Great Britain and Eire distribution outlet.

Bernardine Loper, Columbia, returned after being off six weeks for an appendectomy.

Charlie Truran and Bill Mack, National Screen Service salesmen, report many drive-in operators purchasing the new NSS controlled intermission clock trailers for this season.

The William Walker Estate permanently closed the Main, Sharpsburg, Pa. . . . The American, Erie, Pa., changed to two programs a week.

DRIVE-IN MEMOS—Joe Farrel and Furman Valentine were readying their Fairview, St. Mary's, Pa., for an Easter opening. . . . Al Burtnette takes over the management of the Moonlight, Bedford, Pa., from his brother Al, who ran the outdoor house last year. The latter will also do the buying and booking instead of using an agent. . . . The Richland, Geistown, Pa., operated by Troll, Collins, and Sheftic, will have a late opening due to a road detour still on between Johnstown and Windber, Pa. . . . Tom Woods returned from Florida to supervise the reopening of three drive-ins operated by Ferrari, Slate, and Riddila. . . . A new manager will handle the Westmont, Johnstown, Pa., former manager Charles Nightingale having resigned.



Helene London, right, actress representing "National Go To Church Campaign," recently presented Steve Cochran, Dorothy Hart, and Dennis Morgan with memberships in the organization. She caught them at the Pasadena, Cal., railroad station as they were departing for Albuquerque and Ration, N. M., for the premiere showing of WB's "Raton Pass."

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General Precision Laboratory's video-film 16mm. theatre television system had its premiere at Shea's Fulton before a near-capacity audience. The finals of the Golden Gloves tournament, telecast by a special installed coaxial cable direct from New York's Madison Square Garden, were shown. Fifteen minutes of the Kefauver Committee hearings in New York City were also televised prior to the fights. Out-of-town observers in the audience were: Gerald Shea, Andrew Grainger, and Carroll Lawler, Shea Circuit; Nathan Halpern, theatre television consultant; J. Rabinowitz, United Paramount Theatres, and Blair Foulds, GPL.

Kentucky Louisville

State tax revenues on amusement for January were \$3,833.14 higher than the tax revenue on amusements for a similar period in 1950. Tax revenues for July through January on amusements were \$17,877.94 less than for a similar period in 1949-50.

Frank Collins, general manager, Chakeres Theatres, Inc., Springfield, O., was in. . . Otto Ornstein, father of Eddie L. Ornstein, head, Ornstein Theatres, Marengo, Ind., has been confined to the Jewish Hospital. . . Ford Tracey, ex-

ecutive director, Ohio, spent several weeks in Florida.

Out-of-town exhibitors seen included: C. O. Humston, Lyric, Lawrenceburg, Ky.; George Jaegggers, Majestic, Seymour, Ind.; Mrs. Clyde Marshall, Columbian, Columbia, Ky.; Luther Knifley, Art, Knifley, Ky.; Mr. and Mrs. Gene Lutes, Capitol, Frankfort, Ky.; Mr. and Mrs. E. L. Ornstein, Rialto, Marengo, Ind., and Ralph Quarles, Majestic, Springfield, Ky.

The subsequent-run downtown Savoy, under the executive direction of Gratia Locke, and managed by Peg Stevens, is offering regular stage shows weekends. . . The Kenwood Drive-In offered a four-feature program on a recent Saturday.

Ohio Columbus

A new exchange, Motion Picture Sales Organization, has been organized by Lee J. Hofheimer and Al Sugarman, H and S Theatres, operators, Champion, Indianola, World, Little, and Avondale, The new firm, with headquarters at the Champion, has the Central Ohio franchise for Realart, and will distribute other domestic and foreign films. This is the first film exchange in Columbus since the former Paramount exchange was absorbed 15 years ago.

Norman Nadel, theatre editor, The Citizen, in a recent film column, advocated that neighborhood theatres have the final showing each evening of the main feature not later than 8:30, with the second feature following.

The National Auto Theatre, Academy Circuit, was the first local drive-in to open for the season.

Drive-ins of the area were all getting ready to open for the spring season, hoping that the downward trend in regular types of operation wouldn't be reflected in their grosses.

Fremont

Following a campaign by Dick Peffley, Northio Theatres' Paramount, the city's amusement tax was repealed as of April 1. Peffley enlisted the aid of schools and the Sandusky County Fair, which have had to collect the tax on some of their events.

Wilmington

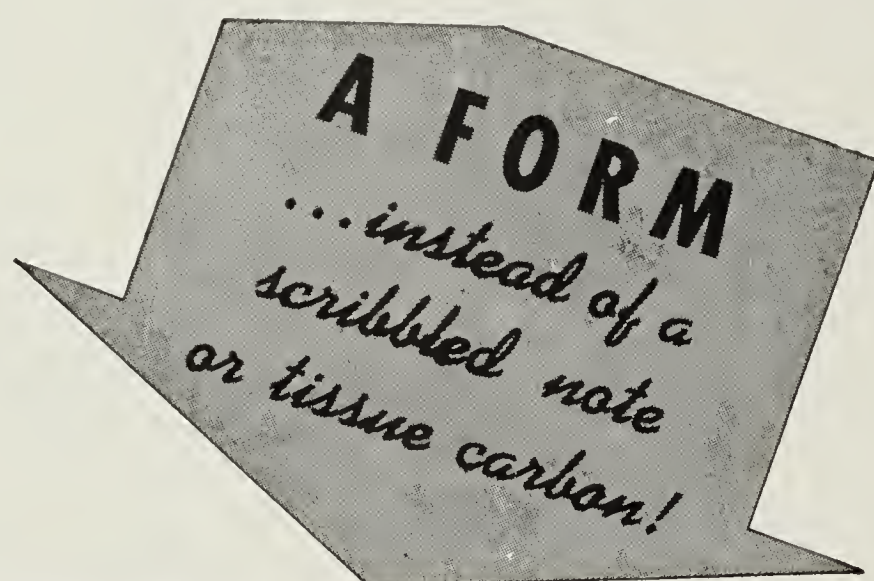
Tony Whitehouse, newly appointed foreign sales manager, Hallmark Productions, Inc., was welcomed by a Hallmark welcoming committee at the Columbus, O., airport. Whitehouse a former Singapore manager for ELC, has been Singapore distributor for Hallmark.

Pennsylvania McKeesport

About 100 patrons were routed by a fire in the basement of the Liberty, which caused damage set at \$1,000. Defective wiring was thought the cause.

Tarentum

George E. Potts is the new manager, Manos, having been transferred from the Manos, Hollidaysburg, Pa.



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Territory

Boston Crosstown

A bill which would ban drive-ins within a mile of a church or school was given a hearing by the legislature's committee on mercantile affairs. The measure was introduced by Representative Thomas T. Gray, Springfield, Mass., Republican, who said a projected drive-in in Springfield near a church would create a traffic hazard. Several representatives from the Boston area supported the proposed legislation because it would apply to a drive-in in Dorchester, licensed by former Boston Mayor Curley. Speaking on behalf of the group building the Springfield drive-in, George B. Rittenberg, attorney, contended the bill was discriminatory and unconstitutional.

Arrangements for a special car to carry all members of the New England Variety Club to the national convention in Philadelphia, May 9-11 have been made. It is scheduled to leave Boston on May 8, with the Boston contingent stopping at the Drake Hotel. Dr. Sydney Farber, scientific director, Children's Cancer Research, has been given special permission to report the work accomplished by Variety Club, Tent 23, by its heart research at the national convention. Dr. Farber is an international honorary member of Variety Club, and heads the "Jimmy Fund" Clinic.

Ann Giles, daughter of John S. Giles, Giles Circuit, was married to Richard O. Fischer, St. Louis. The couple plans to set up housekeeping in Richmond Heights, a St. Louis suburb.

The wife of Lou Levenson, American Theatre candy department, will appear in a pageant at Beth Israel Hospital. . . . The Copley closed again.

Robert Rounseville, starring in "Tales of Hoffman," and a native of Attleboro, Mass., was in, and attended a luncheon for the press. . . . The Jayson, East Weymouth, Mass., is now on a twice weekly change of bills instead of three weekly.

Lillian Shektell, bookkeeper, Interstate home office, has been transferred to the circuit's concession office, Relston, Inc., Brookline, Mass. She replaces Josephine DiNardo, resigned.

Following a special national TV show plugging "Bird of Paradise," Al Margolian, Astor publicist, and Phil Engel, 20th-Fox exploiter, bought one-minute slides on WNAC-TV.

As if exhibs haven't enough to worry about, WNAC-TV has recently been scheduling a three-and-a-half hour program of motion pictures over videowaves.

Congratulations are in order to Mr. and Mrs. Al Goldman, on the birth of a son. Father is projectionist, Metropolitan, and formerly worked for Joe Cifre, Inc. Mr. and Mrs. Harold Kates also had a son. Dad's projectionist at the Egyptian, Allston, Mass. . . . Mr. and Mrs. Lloyd Bridgham, Dover, N. H., are the proud parents of a daughter.

The district is still talking about the fine grosses pulled by 16mm. travelogue, "Hills of Ireland," at the Fine Arts. The 589-seat house reputedly grossed a solid \$6,900 its first week.

Presided over by Interstate general manager, James F. Mahoney, and district managers Ernest J. Fitzgerald and Raymond Kiniry, a meeting of the circuit's managers was held at the Hotel Coolidge, White River Junction, Vt. Present were: John L. Stillwell, Anthony A. Russo, John R. Gallagher, Carmen J. Urcioli, Sherburne R. Graves, Walter Kiniry, Max Weisberg, and Malcolm Kenniston. At a previous meeting held by Interstate at the Hotel Bond, Hartford, Conn., on hand were the following managers: Wilbur D. Neumann, Arthur Mabey, Richard P. Kalagher, Earl B. Raifstanger, Charles G. Fish, George C. Benway, Henry A. Johnson, Arthur Poirier, and John A. Garcin. Meetings were chairmanned by general manager Mahoney and district manager Erwin G. Neumann.

H. M. Bessey, executive vice-president, Altec, was in calling on circuit heads and exhibitors.

The lease of the Premiere, Lawrence, Mass., has been taken over by Adolph and John Fiore. It was formerly operated by Frank Bosketti, who continues to operate the Star.

In a shuffling of American Theatre Corporation managers, Henry Kalis, formerly of the Mayflower, has been transferred to Franklin Park, Dorches-

ter, Mass., Harry Goldberg, formerly of the Pilgrim, is now at the Mayflower, and Abner Pinanski has taken over the reins of the Pilgrim.

Picked as a typical "hometown" the Pittsfield, Mass., State has been chosen for the New England premiere of ELC's "When I Grow Up." When screened for owner Ben Williams, he immediately booked it for March 31. Joe Mansfield, fieldman, journeyed to Pittsfield to aid in the exploitation.

Ruth Gordon, husband Garson Kanin, director George Cukor, and a Metro cameraman spent several days scouting locations for backgrounds prior to filming "Years Ago." They took time out for a press luncheon at the Ritz-Carleton.

At the annual retreat held at Campion Hall, North Andover, Mass., members of the Motion Picture Guild elected as president, William A. Sullivan, Maine and New Hampshire Circuits, and Joseph Rahilly, Metro. Thomas O'Brien, Columbia, is the retiring president.

Selectmen of Norwood, Mass., recently banned the scheduled showing of "Bitter Rice" merely on the strength of the trailer, giving the management less than 24 hours to arrange for a substitute film.

Deletions announced last fortnight by the Bureau of Sunday Censorship included the following: "Springtime," parts 1 to 8 (Deletions: Dialogue, "— and avoid having to marry her.", in part 5). Hub.

Film District

The Cinema Club's 14th annual dinner party is set for May 16 at the Latin Quarter, with Danny Thomas headlining the floor show. Reservations may be made by contacting Abe Barry, Columbia.

Motion Picture Salesmen's Club of New England

DINNER PARTY

LATIN QUARTER

Sunday, April 1, 1951

Swell Dinner

Entertainment

Still Time to Make Your Reservations

Ask any Salesman

James M. Connolly, 20th-Fox branch manager, held meetings to discuss forthcoming releases during the next two months. Films plugged are; "Lucky Nick Cain," "14 Hours," "You're in the Navy Now," "I Can Get It For You Wholesale," "Rawhide," and "Follow the Sun."

Jack Hill, Eagle, Nate Oberman, Metro, and Harold Levin, Embassy, have been appointed the banquet committee for the annual Bowling League shindig.

Irving "Mac" Farber and Eddie Ruff, Regal, are moving from their Melrose Street location to new quarters at 246 Stuart Street.

Phil Engel, 20th-Fox publicist, spent a couple of days in Williamstown, Mass., recently assisting owner King, Walden, in exploitation for "Of Men and Music."

Among the industryites scheduled to attend the testimonial dinner for Herman Levy, Chief Barker, Variety Club of Connecticut are Martin Mullin, Eddie Cuddy, Harry Browning, Bob Sternberg, Benn Rosenwald, Hy Fine, Louis Gordon, and Bill Coster.

Alberta Forni, short subject booker, Affiliated, is filling in her spare time doing volunteer work at the Massachusetts General Hospital.

In line with the rotating system for Columbia salesmen, new territories have been assigned. Leonard Appel, formerly in Maine and New Hampshire, will take over Vermont and Western Massachusetts; Carl Myshral, formerly in Vermont and Western Massachusetts, switched to Rhode Island, with Saul Simons, formerly covering that territory, now Boston salesman. Fred Bragden, ex-city, now is covering Maine and New Hampshire.

Irving Farber and Eddie Ruff, Associated Pictures Company, closed a contract with Jack Berkson, Screenkraft, on "Power Dive," "Forced Landing," and "Flying Blind," for the New England territory. Harry Gibbs, Connecticut Film, New Haven, also closed on the three reissue action pictures for the New Haven territory.

Barbara Connolly, 20th-Fox biller, has been out due to illness. . . . Interstate's Natick, Mass., Drive-In was to reopen. The circuit's Avon Drive-In is scheduled for an April 14 opening.

Glimpsed around the district were: Mrs. Ella Mills, Milo, Me.; George Gould, Oakland, Me.; Mr. Ganen, Palace, Lowell, Mass.; Zerinsky Brothers, Plaza, Derry, N. H., and Henry Gaudet, Weirs Drive-In, N. H.

New Haven Crosstown

New officers of the Variety Club of Connecticut will be installed on March 30 at a dinner-dance at the Racebrook Country Club, Orange.

One of the most novel lobby displays in some time was that which Morris Rosenthal had at the Loew's Poli for "Royal Wedding."

Meadow Street

More drive-ins are beginning to unshutter following the Waterford and Pike Drive-In. The Pine Drive-In, on the outskirts of Waterbury, was scheduled to reopen. Phil Berler, Loew's Drive-In, Milford, was in preparing for an opening of his outdoor theatre. The Montville Drive-In also was arranging for its reopening.

Congratulations were in order for 20th Century-Fox's Sol Popolizio on the recent addition, a baby boy born at St. Raphael Hospital. . . . Edwina Serfilippi, 20th Century-Fox, had a birthday party. . . . Mrs. Carla Schuman, wife of Al Schuman, Hartford Operating Company, was in. . . . Bess Kaplan, Hartford Operating Company, was around. . . . Herb Fenten, Eskin Circuit, was also a visitor. . . . Ann Kennedy's father was ill. She's with 20th-Fox. . . . Ed Lord's new Plainfield regular and outdoor theatre was scheduled to have opened. . . . Angelo Tomasino, son of Mike Tomasino, formerly of the White Way, returned from Italy with his wife and youngster. . . . Lou Liechtenstein, 20th Century-Fox home office representative, finished his work here.

Circuits Loew Poli

Division manager Harry F. Shaw was on a trip to Worcester, Mass., with Jack Halprin regarding construction. . . . Charles Gaudino, who joined Loew's again, went to Poli, Springfield, Mass., temporarily to take the spot vacated by Dave Lee, resigned assistant. . . . Carl A. Cinelli is acting assistant manager, Globe, Bridgeport. . . . Folks were glad to hear that Harry Shaw's mother was taken home from the hospital in Bridgeport. . . . Louis Morris, Poli, New Haven, who went into the army, and was later honorably discharged, is the student assistant at the College. . . . In Meriden, Tony Masella and his staff were busy with angles recently for "Mutiny on the Bounty."

Connecticut East Hartford

A 10-year-old school girl got the 2,500th free theatre pass awarded by the Eastwood and East Hartford Police for demonstrating safety precautions at traffic crossings.

Hartford

Fred R. Greenway, manager, and Lee Feigin, assistant manager, Loew-Poli Palace, admitted free the 13th person in line on opening day and also day after opening of "The Thirteenth Letter." . . . Mickey Daly, Center, launched a new policy. The house now opens at 11 a.m. daily. . . . Announcement was made by the 43rd Infantry Division, Camp Pickett, Va., of the appointment of Sergeant Pat Bucheri, ex-Rialto manager, as head of the enlisted section, Special Services Office, division headquarters.

Community Amusement Corporation reopened its Star. . . . A new amusement corporation, Carmichael, Inc., New

New England Bowling

BOSTON—As the New England Theatrical Bowling League moved into its ninth week, New England held a two-game lead over Independent Theatres for first place, while Harry's Snack Bar edged Macaulay American Legion out of third position, MGM tied with American Theatres for fourth place, and Affiliated Theatres shared the trailing spot with RKO.

Standings to date show:

Team	Won	Lost
NE	29	7
Inde	27	9
HSB	17	19
Leg.	15	21
MGM	18	18
Amer	18	18
Aff	10	26
RKO	10	26

INDIVIDUAL AVERAGES

Plunkett, NE	94.4	Goldman, Aff	85.7
Freeman, HSB	94.2	Field, Aff	85.7
Serra, Inde	93.4	McGerigle, RKO	84.6
Burlone, NE	93.3	Alfano, Amer.	84.5
Romanoff, NE	92.6	Cavicchi, Leg.	84.5
Fahlbusch, NE	92.2	Spingler, Leg.	84.5
Hill, Inde	90.7	Rahilly, HSB	84.3
Levin, Inde	90.7	Feinstein, Amer.	84.2
Rathgeb, MGM	90.6	O'Hara, RKO	84.1
Morton, HSB	89.1	Rowe, Aff	83.3
Smith, RKO	87.6	McGowan, MGM	83.1
DeBrueil, Amer.	88.0	Anderson, HSB	82.6
Young, Inde	86.9	LaCross, RKO	82.1
School, MGM	86.5	Castro, HSB	81.8
Farrington, Aff	86.5	McCarthy, Amer.	81.0
Vieira, Leg.	86.4	Dooley, Leg.	79.9
Arsenault, NE	86.1	MacIntyre, Amer.	79.7
Hochberg, Aff	85.8	Feinberg, MGM	76.2
Oberman, MGM	72.2		

HIGH SCORES

Singles: Waldman, Leg., 107-117; Freeman, HSB, 114; Levin, Inde., 108; Smith, RKO, 107. Three strings: Waldman, Leg., 311.

Haven, filed a certificate of incorporation with the Secretary of State. Incorporators are: Leonard E. Sampson, Clara Sampson, and Robert C. Spodick, New Haven.

Wethersfield

Bill Daugherty, manager, Plaza, Windsor, was hosted at a farewell party at the Webb on the occasion of his leaving to join the air force.

Winsted

Mrs. Lucy Paxcia, Strand, was confined with the flu.

New Hampshire Franklin

"Christ The King" was shown at the Opera House. It was presented free through the efforts of a resident who conducted a personal fund-raising campaign in order to finance the showing.

Littleton

A special edition of The Littleton Courier featured two pages of items on the opening of John B. Eames' Jax, Jr. The opening was held in conjunction with a celebration of "John B. Eames Day" honoring the manager of the new theatre. Master of ceremonies Charles R. Leader introduced town and state officials, who brought the greetings of many friends throughout the state. Music was provided by the joint choruses of Saint Mary's-in-the-Mountains and Holderness School students. One of the highlights of the day's events was the presentation of a plaque to Eames.

NEWS OF THE

Territory

New York City
Crosstown

David Weinstock, president, Raybond Theatres, and Harry Schooler, Metropolitan Passbook Plan, announced that the Raybond houses had signed to become associated with the pass book plan. The Raybond houses, the Rosedale and Globe, Bronx; Mayfair, Earle, and Strand, Queens; Colony and Rogers, Brooklyn; State, Paterson, N. J., and the Rialto, Newark, N. J., will be represented in the pass book by five passes, good for one admission each and any day or night of the week, including Saturdays, Sundays, and holidays.

Harry Goldstone, Famous Pictures exchange, closed a deal with Jack Berkson, president, Screencraft Pictures, Inc., whereby Goldstone becomes the local franchise holder for three Richard Arlen action pictures. . . . "Kon-Tiki" will be given a gala, full-dress premiere on April 2 at the Sutton under the sponsorship of the American Seamen's Friend Society. . . . Robert S. Wolff, managing director for the United Kingdom, RKO Radio Pictures, Ltd., sailed for England.

The Avon, Newark, N. J., closed. . . . The Hudson closed. . . . S. Showplace, Inc., is the new operator of the Hopkinson, Brooklyn. . . . The Playhouse, Bellrose, L. I., now buys and books through the Liggett-Florin Booking Service.

E. C. Grainger, Shea Theatrical Enterprises, is enjoying a month's respite under that Florida sun.

Loew's Theatres announced the following promotions on the New York circuit: Joseph McCoy, former assistant, Victoria, becomes acting manager, Loew's 116th Street. Robert Camman has been promoted from assistant, Paradise, to acting manager, Loew's Kameo, succeeding Mrs. Dorothy Solomon, who has been transferred to Loew's 46th Street as manager. Edward Schwartz has been transferred from the 116th Street to Loew's Broadway as manager, succeeding Miss Helen Lupo, who will go to the Sheridan. Morris Tanney, manager, Loew's 46th Street, is transferred to the Alpine. Douglas Helgeson, manager, Sheridan, has resigned, and is moving to California.

Emanuel D. Silverstone, vice-president, 20th Century-Fox International and Inter-America Corporations returned after completing a six-week trip abroad.

David Diamond, producer of Allied Artists' "I Was An American Spy," sailed for London where he will produce "Women of Britain."

Jane Russell, accompanied by Perry Lieber, studio publicity director, RKO,



Crowds throng New York's Strand after the recent bow of WB's "Storm Warning."

arrived from Hollywood on publicity in connection with "His Kind of Woman" as did Margaret Sheridan on behalf of "The Thing." Miss Sheridan was accompanied by "Scoop" Conlon, publicity director, Winchester Pictures.

Irving Shapiro, president, Standard Television Corporation, left for Europe for the purpose of acquiring additional pictures for Standard. Before leaving he made an arrangement with Unity Television Corporation to book Standard's pictures through the newly organized central booking offices of Unity.

John K. Hilliard, chief engineer, Altec Lansing Corporation, arrived from Hollywood.

H. M. Richey, assistant to MGM's William F. Rodgers, returned from a Florida vacation. . . . Morgan Hudgins, MGM's studio publicity department, arrived from the coast to start the first of a six-week tour of 32 cities in connection with "Quo Vadis."

Mrs. Sylvia Wilder, wife of Leo Wilder, Warners' home office publicity department, gave birth to a seven pound, five ounce boy at the French Hospital. The boy, second for the Wilders, will be named Robert Michael.

Long Island University revealed that the Brooklyn Paramount, which it recently purchased, will be converted into a 4,000 seat gym-arena. United Paramount Theatres has a lease on the theatre, which has nine years to go. LIU,



Free beans and potato chips were promoted recently by S. L. Sorkin, RKO Keith's, Syracuse, and given to patrons in the lobby as exploitation for Paramount's "At War With The Army."



E. E. Linde, new manager, Astor, Syracuse, and industry veteran, is seen above.

however, will occupy the building part of the premises this fall.

Century Circuit's Queens, Queens Village, offered free lunch, free admission, theatre-video telecast of the Kefauver crime investigation hearings, and an invitation from Century Theatres to patrons to watch the feature attraction as guests of the management. The Marine, Brooklyn, provided all but free lunch for more than 1000 persons who entered the theatre to watch the televised hearings. Manager Walter McEachern reported that concessions sales were extremely low because the audience was too absorbed in the telecast to take time out for refreshments. At the Fabians Fox, manager Lou Levy reported "very good results" from the crime hearings, telecast only from 11 a.m. to 12. Levy said he polled the audience over the p.a. system to determine their preference as to the feature or the telecast. The feature was shown in deference to about 10 per cent in favor of it. Edited excerpts of the investigation also were shown at the Paramount.

Yesterday (March 27) AMPA was to have been hosted by The New York Herald Tribune. Publisher execs of the New York daily, acknowledging the role AMPA has played in industry publicity and advertising affairs, invited the entire membership to be its guests at a cocktail party from 5 to 6:30 p.m., after which there was to be a tour through the entire plant of the newspaper. All members were urged by AMPA President Harry K. McWilliams to take advantage of the opportunity.



Irving Birnbaum, Andrew Hamman, Sal Lanza, and Phil Solomon, Warner home office employees, New York City, left to right, recently donated blood to the American Red Cross for the armed forces.

Ned Clarke, Latin-American division manager, RKO, left for a business trip to Mexico. . . . Charles Levy, eastern publicity manager, Walt Disney Productions, returned from Cleveland, where he went to set promotional plans for Disney's "Alice in Wonderland." . . . Hoffberg Productions announced the acquisition of a series of 12 single-reel ballet and symphonic films for the western hemisphere. The Vienna Symphony Orchestra, the Vienna Staatsopera Ballet, and the Vienna Chamber Chorus are featured. . . . Humphrey Bogart and his wife, Lauren Bacall, left for Europe en route to Africa.

New Jersey Asbury Park

Publix Asbury Corporation, operator of the Walter Reade Paramount, filed a \$100,000 suit against the City of Asbury Park, the Manhattan Opera Company, and the Rediker Corporation. The action is Publix's second attempt to bar opera from Asbury Park's Convention Hall, home of the Paramount. The complaint, filed by Harry Green, Rumson, N. J., states that in permitting operas in Convention Hall, the city violated a contract with Walter Reade barring other theatrical performances in the building. Publix charges that there was a conspiracy between the defendants to willfully and maliciously breach the lease in the matter. The original suit was filed last summer after a series of four operas was announced for Convention Hall by the Rediker Corporation. However, the operas were staged despite Publix protests. Both Publix and the Rediker firm have announced they will stage operas in Convention Hall this season although Asbury Park maintains Publix does not have the right to do so.

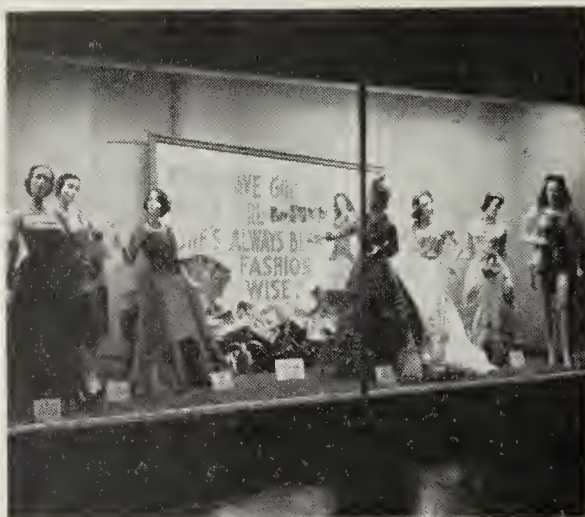
Newark

John Stanek, manager, Union, Union, N. J., presented the Jane Murray Dancing School from the stage. . . . The Embassy, Orange, N. J., finished a 25th anniversary celebration. . . . Adolphe Finkenstein, manager, Embassy, started a 10-week kids giveaway. . . . Frank Kares is the new assistant manager, Branford, replacing James DiNapalo, now in the publicity department of Warner Theatres. . . . Frank Damis, Warner Theatres Jersey zone manager, and Mrs. Damis were vacationing at Hot Springs, Ark.

Jack Conhaim, Hollywood, East Orange, N. J., was named "Best Showman of the Month" in Warner Theatres' three-month drive for "King Solomon's Mines." . . . Phil Manes, formerly with Warner Theatres, is now in California. . . . Frank Hinchy, manager, Capitol, Belleville, N. J., had police officers in his lobby signing up volunteers for civil defense during "You Can Beat the A-Bomb." . . . Edward Kane, manager, Stanley, Jersey City, N. J., was taken to St. Barnabas Hospital for an emergency operation, and is on the road to recovery.

New York Albany

Cliff Swick, veteran of 33 years in the trade, is the new manager, Smalley's,



This "Cave Girl to Cover Girl" display of fashions in a leading department store was part of the energetic campaign recently conducted by Robert Murphy, managing director, Century, for Eagle Lion Classics' "Prehistoric Women."

Johnstown, succeeding Joseph J. Walsh, resigned. Swick has served in managerial and promotional positions with the Smalley and Hellman-Fabian Circuits and LaMont Theatre Service.

The annual Variety Club dinner-dance at the Ten Eyck Hotel proved a big success.

Approved by Governor Dewey was the Mitchell Bill, which increases from 75 cents to \$1 the amount of premium which may be charged by ticket brokers for admission tickets.

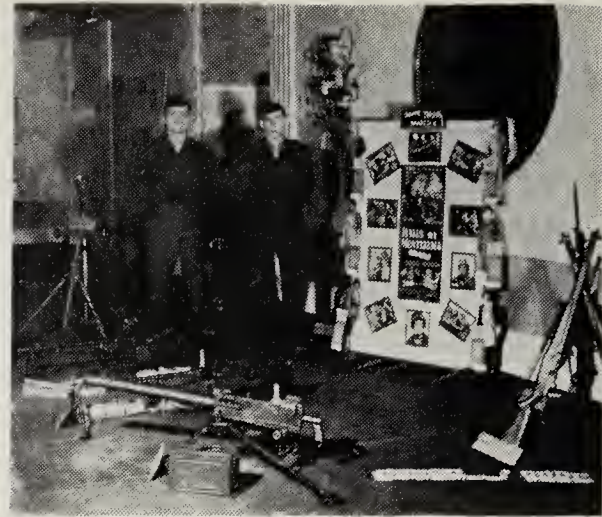
Harry Goldberg, director of advertising and exploitation, Warner Theatres, addressed a meeting of Warner upstate managers in this area. Zone manager Charles A. Smakwitz presided.

Buffalo

Condolences go to Lee Gross Adams, Buffalo Paramount Corporation booker, on the passing of her mother. . . . Film friends are pulling for the complete recovery of Jack Karp, Cameo, Syracuse. . . . Stanley Kozanowski, Rivoli, walking with a cane after falling down his cellar steps, said wife Edna had gone for a spinal checkup, and wound up at the Buffalo General Hospital to undergo a spinal operation. Her sister "Heart



Dale Clarkson, recently chosen "Up Front Girl" by members of the Stars and Stripes Mediterranean Association, is shown in New York being congratulated by Ernie Emerling, Loew's Theatres advertising and publicity chief, and Sam Pearlman, manager, Loew's State, where U-I's "Up Front" had its world premiere. Miss Clarkson tours the keys.



The Marine recruiting office recently furnished both the manpower and the equipment for a lobby display for 20th-Fox's "Halls of Montezuma," Walter Reade's Community, Morristown, N. J. The tieup was effected by R. Lanterman.

Waves of Variety" hope for a speedy recovery.

Leonard Jozwiak, Shea Teck manager, suffered a severe attack of the flu, confining him to the Columbus Hospital. . . . Harry Berkson, Monogram, and wife enjoyed a brief stay in Florida. . . . Jim Ryan, Ithaca, was in Buffalo booking.

Murray Briskin is now buying and booking for the State, Caledonia, owned by Arthur Copeland. . . . Otto Gratzner was in from Mexico. . . . Ray Pashley is sales representative for Monogram in the Syracuse territory. He was formerly connected with Lippert. . . . Eleanor Paradeis, former Pam-O-Film owner, left for Hollywood.

Milton A. Mooney, who heads Co-operative Theatres of Ohio, has opened a branch office with Bill Twigg as manager. It has already signed service contracts with 16 drive-ins and 11 other theatres for which it will buy and book. Twigg was Cleveland city salesman for Warners.

Ed Wall, Paramount publicity director, issued press and radio invitations to a cocktail party and luncheon at which Gertrude Berg was guest of honor. . . . Hank Howard, RKO publicity direc-



Herbert J. Yates, president, Republic, recently cut the ribbon marking the formal opening of Republic House, London, the company's new distribution headquarters for Great Britain and Eire. Seen with him are Forrest Tucker; Richard W. Altschuler, Republic International head; John Wayne, and C. Bruce Newbery, British managing director.

tor, is out of the hospital after a leg operation. . . . Mrs. Michael Papero, former secretary to Jack Chinell, RKO branch manager, is the proud mother of a new baby girl, her first, born on March 13. . . . Clayton Eastman, ELC district manager, was in on business with Manny Brown, branch manager. . . . Leo Abrams, National Screen Service district manager, was in from the home office for a one-day conference with Jack Goldstein.

Sympathy goes to Al Pierce, Shea's Bellevue manager, on the passing of his sister Sarah. . . . Paul A. Vogt, stage electrician, Shea's Buffalo, since its opening 25 years ago, died in Veterans Hospital after an illness of seven weeks. He also had worked as an electrician at the former Shea's Court Street, and was head electrician at the ice shows at the Memorial Auditorium and at stage shows at the Erlanger. He was secretary treasurer, Local 10.

Jim Fater, Columbia branch manager, held a special screening of "Valentino." . . . Shea Community theatres had special Easter Week kiddie shows. . . . Carl Rindcen, Shea's Buffalo manager, had a Red Cross blood booth in the lobby during "The Steel Helmet."

Al Pierce, Shea's Bellevue, Niagara Falls, manager, and Tony Ranicar, Warners' Canadian press representative, set up an international "hands across the border" salute on Rainbow Bridge, Niagara Falls, with city officials, Chambers of Commerce, and other civic officials of both of the Niagara Falls cities participating. The Warner-Pathe News reel cameraman was on hand to shoot the proceedings. The occasion was the premiere of Warners' short, "The Neighbor Next Door," simultaneously at the Bellevue and at the Seneca, Niagara Falls.

Excitement along film row was caused by a fire of unknown origin in Eastern Theatre Supply. Manager Pickrel estimated damages amounting to \$2,000. . . . Loch Bleackley, president, Perkins Theatre Supply, was in from Montreal, Que., for conferences with Carl Bell, branch manager.

George Mackenna, general manager, Basil's Lafayette, has a new secretary, Lorain Gardner. She succeeds June Poland, resigned. . . . Elmer Lux, chairman, Will Rogers Memorial Hospital Drive, issued notices to exhibitors and distributors for a general meeting in the Motion Picture Operators Screen Room, at which he was to discuss the industry's effort.

Mrs. Marie Hayman, Strand and Cataract, Niagara Falls, returned from her winter home at Miami Beach, Fla., where she spent three months. Son Bob Hayman and wife, Miriam, are at present in Florida, where they will remain a month. Son Dick is carrying on at the theatres during their absence.

Dave Miller, Elmer Lux, and George Mackenna will be among the Buffalo contingent flying to Pittsburgh on April 9 to attend the testimonial dinner for Pete



Gladys Green, manager, Paramount, Kansas City, and Paramount star Bob Hope recently greeted several young victims of cerebral palsy at the Paramount studio on the coast. Hope, national chairman, United Cerebral Palsy Associations, discussed campaign plans.

Dana on the occasion of his appointment as eastern sales manager for U-I.

—M. G.

Rochester

Les Coulter, manager, Madison, resigned to join the Martina organization, causing a shift of Schine house executives. Bud Lewis, Cameo, moved to the Madison, and Joseph Zoell, West End, transferred to Cameo.

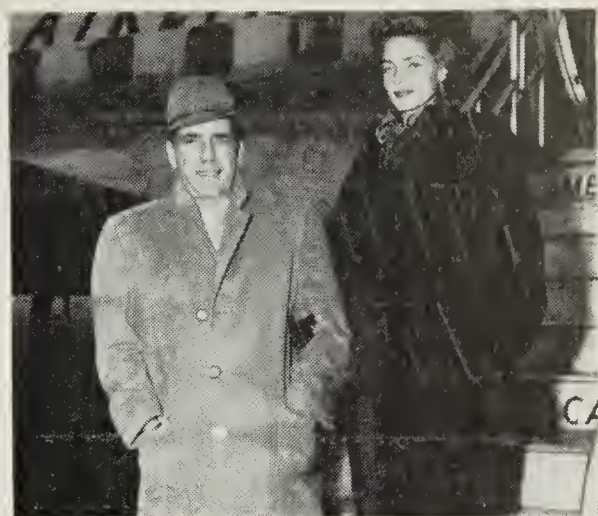
Robert Carbone, who recently bought the Hudson, and leased the Remy from Carol Fenyvessy, returned from a vacation in Florida. . . . Gus Lampe, Schine operations chief, visited houses with district manager Gus DePauw and city manager Glenn Lazar. . . . The Waring has picked up amazingly in recent weeks. . . . Jerry Carter, Dixie, puts on special Saturday matinee shows for children.

Manager Anthony Rosato, Waring, previewed "Prince of Peace" with plans for a big Easter promotion.

PROJECTIONISTS' CORNER—The boys are wondering why Frank Placerean and



Alden James, vice-president, P. Lorillard Company, makers of Old Gold cigarettes; Max E. Youngstein, vice-president and national director of advertising, publicity, and exploitation, United Artists, and Frank White, president, Mutual Broadcasting System, are seen as they recently discussed the "Queen For A Day" promotion jointly sponsored by UA, Old Gold, sponsor of the radio show on which the picture is based, and the MBC, which carries the radio program, and is backing the deal on a nationwide scale.



Humphrey Bogart and Lauren Bacall are shown at LaGuardia Airport upon their recent arrival for a short New York stay before going to London where preparations are being made for Bogart's starring role in "African Queen," being produced by Sam Spiegel for UA release.

Louis Astragan seem to be putting on weight. . . . Carl Irons, Waring, is making a complete study of Frank Coneglio's car before deciding to buy one like it. . . . Joe Vecchio, delegate to the Central Trades Council, attended an Albany hearing to protest against the Hughes-Brees bill. . . . George Leavens and Allen Sage were welcomed back after illness.

—D. R.

Saratoga Springs

William E. Benton, well-known upstate executive and a pioneer in the industry, died on March 19 in Miami Beach, Fla., where he had been vacationing, after a brief illness. He was 56. Interment was held here on March 26. Benton was associated with the industry for more than 30 years, and also had many other public and private interests in Saratoga County, which made him a leading figure in New York State politics and business. He was Republican county chairman in Saratoga for many years, owned and operated such famous hotels as the Worden and Grand Union, Saratoga Springs; was president of the local hospital, and county chairman of the Red Cross for many years. At the time of his death he was associated with Walter Reade Theatres in the operation of Saratoga Springs' two theatres; with the Schine Circuit in operation of theatres in Mechanicsville, Ballston Spa, Whitehall, and Granville, and also operated two theatres in Plattsburg. He is survived by his wife, Irene; a daughter, Fern, and two sons, William E., Jr., and James E., active in the motion picture theatres, and several grandchildren.

Syracuse

Edmund E. Linder has been appointed resident manager, Astor. He was connected with Loew's, Inc., for 14 years previous to his service in the armed forces, and later held position of house manager at the Winter Garden under the Arthur J. Rank banner until the expiration of the theatre lease. In December, 1949, he opened the Roosevelt, Miami Beach, Fla.

Richard Feldman, former manager, Schine's Paramount, is now carrying his
(Continued on next page)

How your dollars
**STRIKE BACK
AT CANCER**



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SERVICES**

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Your contribution to the American Cancer Society stimulates detection programs and the development of better diagnostic and treatment facilities. Bringing service directly into the home, thousands of the Society's volunteers furnish bandages, equipment, social services and transportation, and lend a helping hand in many other ways. Your contribution also supports Research and Education.

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CANCER SOCIETY**



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your local post office

EYEING THE

Exchanges

NEW YORK—Columbia announced that it will grant military bonuses to its employees. As the plan stands right now, an employee will receive two weeks' pay upon leaving for the service, after being with the company six months. Columbia employees who have worked there for over a year will receive four weeks' pay.

U-INTERNATIONAL—Typist Lucille Popper was ill. . . . The flu kept statistical clerk Murray Bandell away from his desk. . . . Print booker Harvey Reinstein became a Second Degree Mason. . . . Judy Dallek was off because of illness. . . . The Coordinating Council, to combat juvenile delinquency, headed by booker Fred Mayer, is presenting "She Loves Me Not" on March 30-31 at the Bryant High School, Long Island City.

MONOGRAM — Switchboard operator Terry Testa was out because of illness. . . . A call to jury duty kept salesman Meyer Solomon away. . . . Mary Taglianetti, contract department, was sick. . . . Cashier Larry Downes was back after being ill.

RKO — New typist-clerk is William Fuller. . . . Office manager Milton Weoman is back after his bout with the flu. . . . Friends were sorry to hear of the death of booker Ruth Lowenstein's mother. . . . Office boy Norman Lareau returned from a respite in Florida. . . . June Jacobson, switchboard operator, spent a pleasant weekend in Connecticut.

ELC — Booker Myron Star's little daughter, Nadine, has been MOONing around the house ever since pop took her to see Elsie. . . . Secretary Ruth Tannenbaum was ill.

BONDED—Film room supervisor Harry Neuman was ill. . . . Shipper Johnny Hogan is back. . . . Film inspectress Helen Dover returned after being sick. . . . Film examiner Selma Stammer made a little party to celebrate the marriage of her daughter.

UNITED ARTISTS — Branch manager Abe Dickstein celebrated a birthday on March 12. . . . Upstate representative Dick Perry was around discussing plans for numerous drive-ins. . . . Hilda Frischman is back in the booking department after being ill. . . . Exhibitor Harvey Elliot, Whitestone Drive-In, was around. So was Dave Levine, Deluxe, Woodside, L. I.

BOOKERS' BIOG—Harry Margolis, head booker at Loew's, has been active in the industry for a quarter of a century. After getting his start with Commonwealth Pictures, Margolis then went to Loew's, where he has remained for the past 21 years. Included in his stay at Loew's is a five-year period during which he was the office manager. Always active and interested in industry affairs. Margolis is the president, Motion Picture Bookers Club. His attractive brunette



Monogram star Florence Marly is seen at a barbecue held recently in connection with the Uruguayan Film Festival. The South American event proved a huge success, with many countries represented.

wife, Charlotte, not only runs a happy home, but finds time to be very active in all club activities. The pride and joy of the Margolis family is 18-year-old Ronald, a freshman at the NYU School of Commerce.

RAMBLIN' 'ROUND — Chris Billorif, booker, Republic, was a victim of the flu. . . . Friends and relatives of Favorite booker Gloria Korn gave her a bridal shower. . . . The folks over at Vogue are happy over the response to "Seven Journeys." . . . Booker Lillian Bloomberg, Movies Enroute, is recuperating from an accident at the Veterans Hospital, Fort Hamilton Park, Brooklyn. . . . Screenkraft President Jack Berkson had a visit from Max Schugold, Pittsburgh. . . . Discina International booker Arnold Jacobs is home from the hospital recuperating. . . . 20th Century-Fox biller Lilly Cohen was taken to lunch to celebrate her birthday on March 17.

—ARNOLD FARBER

Syracuse

(Continued from preceding page)

job in the new brief case. Any one interested in investments please note. . . . Jack Flex is adding several new houses to the string he is managing in Terre Haute, Ind. . . . Harry Wiener, manager, Schine's Eckel, is providing luxurious living for a baby pig, a doe, and a black lamb in the lobby as a promotion for "So Dear To My Heart," "Bambi," and "Three Little Pigs." Two members of the 4-H Clubs are to be present to feed and care for the animals during the evening, plus a call from a veterinary each day. "Uncle Harry" is caretaker during the morning and afternoons. He was to give 50 lucky kiddies stuffed animals on Easter Saturday as well as 10 real live bunnies.

Zone manager Harry Unterfort, Schine Theatres, told a class in public relations, School of Journalism, Syracuse University, that "Syracuse newspapers, businessmen, radio, and TV stations are among the most cooperative in the country in dealing with entertainment field representatives." Unterfort reviewed the promotion activities for the world premiere of "The Groom Wore Spurs."

—J. J. S.

NEWS OF THE

Territory

Philadelphia
Crosstown

The Fox held a preview of 20th-Fox's "The Sword of Monte Cristo."

The Hollywood has been rented for commercial purposes by Melvin J. Fox. Chairs, equipment, etc., must be removed, and Fox will sell at a reasonable price, he says.

From Paul Klieman, W and R Theatre Enterprises, comes a poem which industryites should read with interest:

DON'T QUIT

When things go wrong, as they sometimes will,
When the road you're trudging seems all uphill,
When the funds are low, and the debts are high,
And you want to smile, but have to sigh,
When care is pressing you down a bit—
Rest if you must, but don't you quit.

Life is queer with its twists and turns,
As every one of us sometimes learns,
As many a fellow turns about
When he might have won, had he stuck it out.
Don't give up though the pace seems slow—
You may succeed with another blow.

Often the goal is nearer than
It seems to a faint and faltering man;
Often the struggler has given up
When he might have captured the victor's cup;
And he learned too late when the night came down,
How close he was to the golden crown.

Success is failure turned inside out—
The silver tint of the clouds of doubt,
And you never can tell how close you are,
It may be near when it seems afar;
So stick to the fight when you're hardest hit—
It's when things seem worst that you mustn't quit.

Area drive-ins which opened included the Lincoln, Ridge Pike, Starlite, Cam-

den, N. J., and Family, Clifton Heights, Pa.

Vine Street

Plans were progressing nicely for the luncheon the Motion Picture Associates of Philadelphia have set for April 9 at the Warwick Hotel in honor of Lester Wurtele, recently named Columbia branch manager. Jack Engel and others of the committee are working hard to make it a big success, and it is expected that the turnout will exceed that for many similar affairs, since Wurtele's local friends are many, and they will all wish to be present to wish him well.

UA salesman Frank Hammerman was back after a bout with the flu. . . . Joe Antner's Richart Sign Display Studio's new and enlarged photo enlarging department affords opportunity to make blowups of most any size. All new cameras and equipment have been installed. . . . Leonard Mintz, formerly UA salesman, is handling "Seven Days To Noon" in the territory for MKD Distributors, Inc., New York City. . . . Max Miller, Eagle Lion Classics publicist, has been busy these past weeks hustling between here, Washington, D. C., and New York City. His latest local efforts have been on behalf of J. Arthur Rank's "The Blue Lamp," Trans-Lux. . . . Benny "American" Harris is in the doldrums over the continued and prolonged illness of his wife. . . . Chelsea Gentry, RKO maintenance man, returned after illness.

Sidney Samuelson, general manager, Allied Independent Theatre Owners of Eastern Pennsylvania, was away on vacation. . . . Abe Sunberg was bedded in Jewish Hospital. His many friends are pulling for his fast recovery. . . . Sid Stanley, veteran manager, well remembered for his handling of Fays, is now with the Office of Price Administration. He was last in charge of the Philadelphia Eagles' pro football team boxoffice.

John "Jam Handy" Golder was in. He had been up Boston way. . . . Herman Margles, recently resigned from the Blumberg-Stiefel Theatres, now on vacation, postcarded from Williamsburg, Va.

United Artists branch manager John Turner and staff were all set for the

"Grad Sears Drive," which starts on April 1, and which runs until June 2. The exchange was bedecked with banners and valances, and the boys and girls were all pepped up, not only over the revitalization of the company but at the prospects of winning some of that lovely prize money, as well.

Columbia division manager Harry Weiner was in New York for a meeting. . . . Anthony Dexter and Patricia Medina were in for personal appearances at the Goldman in connection with Columbia's "Valentino." Exploiteer Milt Young saw to it that they met the press, had radio interviews, etc., and left with them on their tour of the country. . . . Dave Moliver set up his grand scale auction business at 61st and Passyunk Avenue. . . . Rita Dougherty, Warners' inspection department, was laid up as the result of a fall. . . . Ernie Shick, Warners' assistant cashier, was back on the job after illness.

Circuits
Stanley-Warner

Irving Blumberg, assistant in publicity, is the proud papa of a seven pound daughter, Gail, born on the first day of spring. The mother is the former Anne Besterman, same department. The family, including papa, is doing fine. . . . Mrs. Pat Notaro, wife of manager, Warner, Havana, Cuba, is in town for treatment at the Germantown Hospital. . . . Rube Pincus, booking department, left for the service.

Condolences to Paul Costello on the death of his brother-in-law in St. Louis. The deceased is the father of Gus Marini, former Frankford manager. Costello flew to St. Louis to attend the funeral services. . . . Lee Kline, former manager, Orpheum, and a manager for 21 years, moved to Hollywood, Fla., where he is owner-manager of a hundred-room motel off U. S. No. 1. The place, the Wilson Motel, is 17 miles north of Miami, Fla.

District of Columbia
Washington

For "Tokyo File 212," a group of 16 genuine geisha girls, first time in America, will make personal appearances. The picture opens on May 2 at Keith's. On



Among those seen at the recent Variety Club, Tent 11, Washington, D. C., luncheon in honor of James S. Burkett, independent producer, whose latest, "Korea Patrol," is an Eagle Lion Classics release, were, left, in left to right order, Frank Boucher, K-B Theatres; Max Cohen, ELC branch manager; Burkett, and Louis Ribnitzki, Warners; center, standing,

left to right, George Wheeler, Cohen, Nat Rosen, Walter Davis, and, seated, same order, Buster Root, George Werner, Burkett, Ribnitzki, while on the right, back row, left to right, are Frank Stover, John Broumas, Jack Fruchtman, Sam Roth, and, seated, same order, George Crouch, Cohen, Burkett, and Morton Gerber. Burkett's talk was received enthusiastically.

May 1, a cocktail party will be given under the auspices of the Japanese-American League, Mike Masaoka, director, attended by official Washington and members of the diplomatic corps. Look magazine will cover the cocktail party as a special event. A series of screenings have already been held for the State and Defense Departments and the American Nisei. Following the Washington premiere, the 16 geishas will be divided into four groups which will make appearances in Baltimore, Md., Richmond, Va., Norfolk, Va., etc.

A special showing of "Modern Arms and Free Men," based on the book by Vannevar Bush, was held for top government officials and the press under the sponsorship of the Committee on the Present Danger. The showing was at the Carnegie Institution of Washington, of which Dr. Bush is president, preceded by cocktails and a buffet supper at the Institution. The Committee on the Present Danger is a nonpartisan group of private citizens interested in furthering the defense of the United States and the free world. "Modern Arms and Free Men" has been produced by "The March of Time." Should any profit result, the author's share of the profits will go to the Vannevar Bush Trust, a non-profit scientific and educational trust dedicated to the advancement of science.

WARNER THEATRES—Wade Hampton Skinner, Jr., secretary to zone manager George A. Crouch, received "Greetings" from the President as a member of the Naval Reserves, and will report shortly at Willow Grove, Pa. . . . George A. Crouch, James Root, L. R. Ribnitzki, and George Werner were among those attending the party given by Paramount in honor of Thelma Ritter, in town for "The Mating Season." . . . Frank Marshall, from the New York office, was in. . . . The flu caused Ruby Smith, contact department, to be out for a few days. . . . George Page, manager, Beverly, became a father for the second time on March 15. It was a boy. . . . Mrs. Faye Redwine, Penn, frightened away a would-be robber.

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STATE THEATRE, 52nd & Chestnut Sts., Phila.

All Replies Confidential

It's heard around town that the Metropolitan Opera is dickering with Loew's Capitol for some time next season to present "Fledermaus." . . . Hal Marshall, Paramount, found that he became a father while he was at the airport to meet Thelma Ritter's plane.

MGM—Dot Small, contract clerk, returned after being out ill. . . . Best wishes for a speedy recovery go to Sadie Beckert, film inspector, who underwent an operation at Sibley Hospital. . . . Julia Venderson, secretary, resigned to go with her husband to California. . . . Joe Kroman was taking a short trip south to get rid of his cold.

20TH-FOX—Carol Nassau was out ill. . . . Annabelle McDaris, booker's clerk, left to go to New Orleans, her home, where her husband, in the air force, is stationed. . . . Mrs. Charlotte Lust, clerk-typist, also left. . . . Mrs. Sara Young went to Boston. . . . Jo-Ann Dinsmore was back after being out with a cold.

RKO—Miss Madeline Beard, typist, had a birthday.

MONOGRAM—Ann Hanower is a new cashier. . . . B. Graber, auditor from New York, was in.

PARAMOUNT—Mrs. Marion Clark had a baby now. It only weighed two and a half pounds at birth but is picking up nicely.

REPUBLIC—Vonita Meek's mother was in the hospital.

EQUITY—Bernie Mills, was in New York. . . . Myron Mills was in Virginia for the picture "Because of Eve" and "The Sex Story."

U-I—Mrs. Dorothy Prestele, out for some time, returned.

THEATRE ADVERTISING—Miss Louise Lewis resigned, and Mrs. Fred Siegel is helping out.

SANDY—Doc Westfall was in from Rieves, Martinsville, Va., and Walter League from Colonial, Salem, Va. . . . Eddie Kempel, Rome Circuit, was in also. . . . Fred Sandy was out ill but is feeling much better.



Commander Herman Mandell and Alfred Plough, S-W Stanton, Philadelphia, manager, are seen at the recent opening day ceremonies held in connection with Columbia's "The Flying Missile."

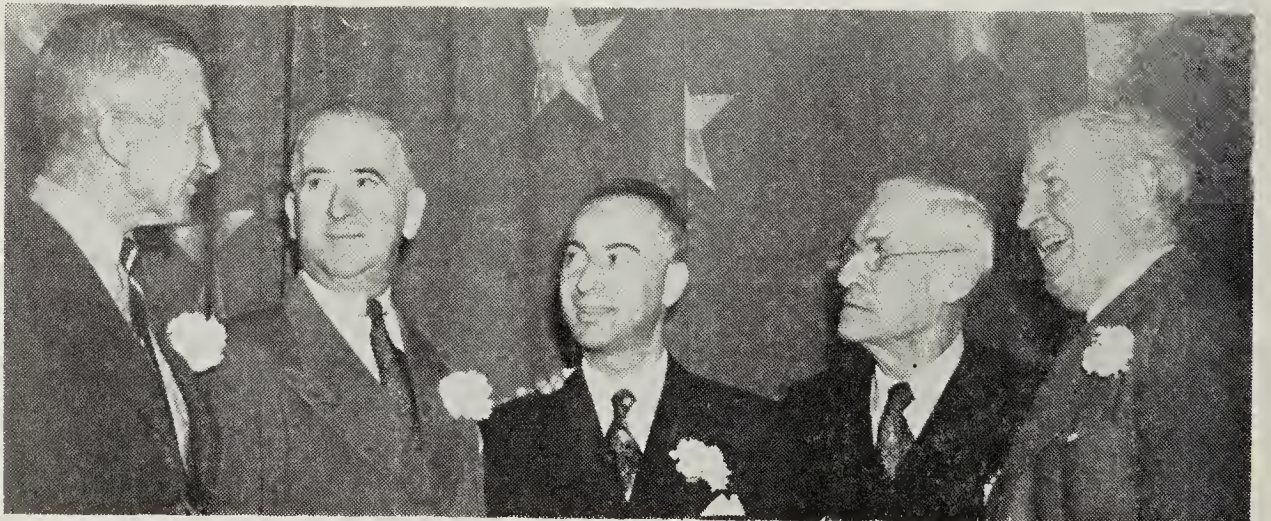
ELC—Max Cohen, branch manager, was in New York. . . . Edith Clark spent Easter at her home in Chester, Pa. . . . Ward Besanson returned as a salesman.

Counsel for the eight major distributors took the stand in the Leonard Lea, Danville, Va., anti-trust case that the various court judgments and decrees growing out of the government anti-trust suit should not be admitted as evidence in any private anti-trust suit brought against them by exhibitors unless the decrees had an absolutely direct bearing on the facts in the private suit, so U. S. District Court Judge Tamm requested them to file such an opinion. The distributor motion said all such references in the Lea case are "immaterial to the issues involved, and contain scandalous, impertinent, and prejudicial material."

Delaware Wilmington

George Carpenter's Kerry Drive-In will open on April 30. The spot has a 550-car capacity. . . . The DuPont Company announced that due to the demand for tickets to see the new motion picture about the company, its products, etc., it had leased the S-W Ritz for four extra days, and scheduled performances twice nightly with two matinees on Saturday.

Harriet Hammond joined the Rialto, replacing Jessie W. Ayers, who married Harry Pyle. Other new members of the Rialto staff are Eugene Roberts, Fred Baker, and Leon Syfrit. . . . Nello V. Nai, Park, was home from the hospital



Seen at the recent Variety Club, Tent 11, Washington, D. C., luncheon at the Statler Hotel in honor of the new Commissioner of the District of Columbia, F. Joseph Donohue, were, left to right, Brigadier General Gordon R. Young; Donohue; Morton Gerber, Chief Barker; Commissioner Guy Mason, and Commissioner John R. Young.



Pete De Fazio, recently named Warners' branch manager in Washington, D. C., formerly held a similar post in Buffalo.

following his operation. . . . Jacob M. Riley, projectionist, replaced Robert Hughes, S-W Ritz.

—HENRY L. SHOLLY

Maryland Baltimore

Bobby Morris, manager, Towne, added a dash of live local flavor to the regular trailer for Columbia's "Born Yesterday." Two well-known local radio personalities took turns coming out on the stage after the playing of the trailer, and making a short, personal "pitch" for the film.

Paramount Decorating Company, Philadelphia, is getting ready to redecorate the Westway for Nathan Pasco.

Lauritz Garman was elected president, Motion Picture Theatre Owners of Maryland, while other officers chosen at the groups' annual meeting were C. Elmer Nolte, Jr., vice-president; Jacob Levin, treasurer, and Mrs. Helen Diering, secretary. Directors are Louis Gaertner, Leon Bach, Isador M. Rappaport, Meyer Leventhal, Oscar B. Coblenz, Jr., William C. Allen, L. E. Green, Frank A. Hornig, Jr., Milton Schwaber, J. Robert Gruver, and J. L. Whittle.

Civic and social leaders, beautiful models, a special drum and bugle corps and Debra Paget's sarong were on hand for the gala Cancer Fund benefit premiere of 20th Century-Fox's "Bird of Paradise" at the New.

Preceding the first showing was a colorful "Bird of Paradise" fashion show and an auction of merchandise donated by leading citizens. Highlight of the latter event was the auctioning of the sarong worn by Debra Paget. Morris Mechanic invited Governor William Preston Layne, Mayor Thomas D'Alesandro, and a host of other dignitaries.

George Daransoll, Crest managing director, suffered a heart attack, and is in Sinai Hospital.

Robert Morris, manager, I. M. Rappaport's Town, arranged a tieup contest with The News-Post on "Valentino."

The second floor of the building at Fallsway and Gay Street, has been taken over by the Baltimore projectionists' Union, Local 181, of which Samuel Isaacson is president, for a headquarters and meeting hall.

The Lord Calvert, owned by Leo H. Homand and operated by the Hicks Circuit, will shortly have a new front. Mr. and Mrs. Homand are visiting in Florida to observe the progress on construction of their winter home.

The 40th wedding anniversary of John Menzel, Capitol staff, and wife was celebrated on St. Patrick's Day.

An electronic spotlight device has been arranged by Edward Wyatt, manager, Capitol, Rome Circuit, at the top of the inside entrance to the auditorium. This goes on and off, spotlighting a 40 by 60 poster card as each person goes through the door.

The Maryland State Board of Censors approved a revised print of Howard Hughes' "The Outlaw," and RKO set the picture to open at the Hippodrome, with Jane Russell, one of the film's stars, and Perry Lieber, RKO studio publicity chief, in for promotional activities. RKO is not using the regular advertising and billing on the film.

Two first-runs, Keith's, managed by J. L. Schanberger, and the World, managed by Irving K. Meginnis, cooperated in showing "Seven Days to Noon." The picture was booked into the World immediately following its run at Keith's.

—JACQUES SHELLMAN

Hagerstown

The recent Easter Bunny morning show, Maryland, broke all attendance records for a kiddies' show, according to Warner Theatres' city manager George N. Payette, Jr. A total of \$75 in prizes given away through the co-operation of a merchant. Prizes included live rabbits, ducks, chickens, stuffed rabbits and Easter novelties. The grand prize included a four foot high basket with novelties.

Leonardtown

Richard Mayor is the newest addition to the St. Mary's staff. . . . The New has a large, new concession stand. . . . Jack Fruchtman, treasurer and vice-president, Park and St. Mary's Theatres,



Mrs. Clara W. Wachter, owner, Henry's, Hagerstown, Md., is shown with Grover C. Smith, doorman, and manager John Miller at the recent 20th anniversary of the theatre. She is holding the first ticket sold on the gala day, one of thousands Smith has handled in that period. Both of the employees have been with the theatre since it first opened.

Inc., was toastmaster at the recent B'nai B'rith Lexington Park Chapter affair. . . . A 1912 model Ford was used at the Park, Lexington Park, Md., to exploit 20th-Fox's "I'd Climb The Highest Mountain." It was loaned to assistant manager T. L. Harrison. Harrison has his Saturday matinee birthday party feature for children going great guns. . . . The Glymont, Indian Head, Md., recently acquired by St. Mary's Theatre, Inc., and managed by Val Lyons, is being renovated.

Pennsylvania Chester

Leonard Hetelson's Roxy closed.

Harrisburg

Joe Murdock, manager, Senate, has the town talking about an "Up Front Girl," a promotion he's staging for U-I's

BARKERS!

Get your ads in NOW
to Jay Emanuel or
Bobby Adleman for the

VARIETY CLUBS INTERNATIONAL CONVENTION JOURNAL

You know our tent will be able
to further our summer camp for
crippled children from the pro-
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Journal.



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MEMBER NATIONAL FILM CARRIERS, INC

TRADE SCREENINGS

PHILADELPHIA

RKO (250 North 13th) April 2, 2:30, "Kon-Tiki" (Documentary of raft voyage in Pacific); 3, 2:30, "The Thing" (Margaret Sheridan, Jim Arness, Sally Creighton).

MGM (1233 Summer) April 12, 11:00, "The Great Caruso" (Mario Lanza, Ann Blyth, Dorothy Kirsten) (Technicolor).

WARNERS (230 North 13th) April 9, 2:30, "Goodbye My Fancy" (Joan Crawford, Frank Lovejoy, Eve Arden, Robert Young).

"Up Front," due on April 11. She will be pretty much of a "Queen For a Day," as he has arranged beautiful gifts of finery, a costly watch, etc. Entries are being invited through the newspapers, with winner to be selected by board of judges composed of returned Korean war veterans, the idea being for them to select the girl they would have welcomed when they were up in the front lines. On the opening day, the "Up Front Girl" will be wine and dined in royal fashion with a recently returned Korean veteran as escort.

Prior to opening the Keystone Drive-In, managers Max and Sam Chapman had the entire nine-acre parking plot paved with dust-free macadam. . . . Miss Sally Wymard is Gerry Wollaston's new secretary, State, and likes her job immensely.

Francis Deverter, manager, Rio, and P. F. Patterson, State, recently celebrated their 32nd year with Fabian Theatres. . . . "Tex," Filipino yo-yo artist, proved a stellar attraction at the Rio's Saturday morning "Junior Town" performance recently.

Pickets have been withdrawn from the Harrisburg Drive-In following an agreement between Jerome Reinhart and the projectionists.

Lancaster

Action of the Lancaster County Court in rejecting the suit started by Keystone State Theatre Company against Charles F. Widmyer and the Thirty West Broad Corporation was sustained by the State Supreme Court, Pittsburgh. The suit deals with a partition proceeding. The local court held two separate suits should have been brought instead of one. The theatre company appealed, but this appeal was turned down, and the firm was ordered to pay costs.

Newmanstown

The Womelsdorf Parent-Teacher Association was given the use of the Joy for a benefit show.

Reading

Dr. Harry J. Schad, president, Schad Theatres, Inc., and Mrs. Schad went by steamer and plane to Miami, Fla., and points in Guatemala, Central America, for a three-week sightseeing trip.

Theatres are interested in a revival of the business brought to this city by reopening on a large scale of Indian-town Military Gap, 40 miles northwest. In a hearing, held by an examiner for

the Public Utility Commission, Paul H. Esterly, manager, Strand, and vice-president, Astor Theatres Corporation, was a witness, testifying emphatically in favor of granting a certificate to the Reading Company's proposed Indian-town Gap-Reading bus line to carry passengers here and back to the camp.

The Greater Reading Council of Churches secured the Rajah for a series of showings of "King of Kings." Admission was free, but collections were taken to cover expenses.

Virginia

Newport News

City Council enacted a 10 per cent municipal entertainment tax. The ordinance originally called for a tax of 20 per cent but was cut in half when over 1,500 persons signed protest petitions, and exhibitors appeared at council meeting to oppose its adoption.

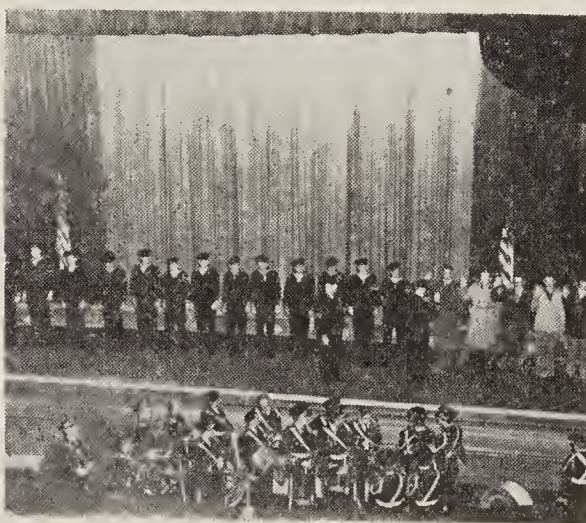
Richmond

The State Corporation Commission continued to April 9 a hearing on a request of the Virginia Insurance Rating Bureau to increase fire insurance rates.

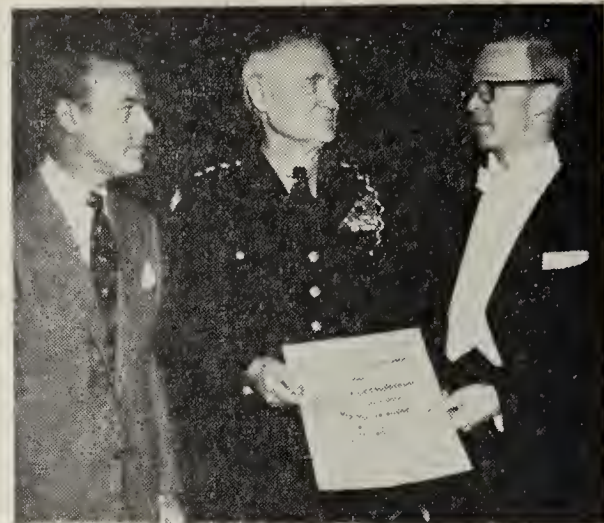
Anthony Dexter, star of "Valentino," will make personal appearances when this Columbia picture plays the State and Byrd. . . . Mike Siegel, UA salesman, was in. . . . Bela Lugosi was also here at Fabian's National. . . . George Clarke and Pete Lichtman were hosts to another stage show at the Hippodrome. . . . Tom Golden, Amelia exhibitor, was in to see Bryant Fox. . . . Frank Sutton, Norfolk projectionist, was also in for a short visit.

Jack Haskins is the new assistant manager, Fabian's Colonial. . . . "Whip" Wilson made personal appearances at the James, Newport News. . . . That new Berlo counter at the Capitol is a beauty. . . . The Stuart, Newport News, announced reduction in prices. New scale is 40 cents, adults, and 14 cents, children.

Newest members of the Virginia Motion Picture Theatre Association are: Tom Golden, Amelia; Nelson, Lovings-ton, owned by Mr. and Mrs. J. H. McClellan; Carolina, Bowling Green, where W. W. Kibler is part owner-manager;



As part of a campaign recently conducted by J. Fred Osterstock for Warners' "Operation Pacific," State, Easton, Pa., an induction ceremony was held in the theatre with sailors from the Naval Reserve Station escorting the recruits.



Lieutenant General Willis D. Crittenberger, Commanding General, First Army, recently presented a citation to Kenneth Bates, J. Arthur Rank Organization, for the company's production of "They Were Not Divided" while Howard LeSieur, director of advertising, publicity, and exploitation, Eagle Lion Classics, releasing the film in this country, looks on. The presentation took place at the film's invitational premiere at the Playhouse, Washington, D. C.

Dan Browning's drive-ins, Dixie, here, managed by Jim Frances, and Arvonia, New Canton; the Neighborhood Theatre, Inc., drive-ins, Benwood, here managed by Al Bernstein, and the Ridge, Charlottesville, managed by Bill Crummett.

Carlton Duffus, executive secretary, VMPTA, recently attended a dinner and meeting at Tappahannock, where George Clanton, Daw, was host to newspapermen in the Northern. . . . "The Ghost Goes West" was presented recently in the John Marshall High auditorium as a presentation of the Richmond Film Society.

Pete Trent, personnel director, Neighborhood Theatre, Inc., announced several changes in the circuit recently. Among these were the transfer of Leroy Tanner from Hilton Village to manager, Ashton, Arlington; Johnny Stevens, assistant manager, Cameo, Bristol, to the Arlington district, and Clyde Collier from manager, Ashton, to the Wilson, Arlington, succeeding Mark Gates, who resigned. . . . Dave Kamsky and Morton Thalhimier, Jr., were in Charlottesville for the opening of the Ridge Drive-In. . . . Pete Trent visited Arlington.

The VMPTA has sent out questionnaires to all members asking for information about insurance rates, etc., for the counsel, Robert T. Barton, Jr., who is heading the fight against the proposed 25% increase in insurance rates on motion picture theatres.

A radio talk in which the public was called upon to protest Newport News' Mayor R. Cowles Taylor's proposed 20 per cent admission tax was delivered over radio WGH by Leonard Gordon, Gordon Circuit.

—S. T.

Variety Club

Tent 13, Philadelphia

"The Sword of Monte Cristo" was screened through the courtesy of 20th Century-Fox.

COLUMBIA

Fort Savage Raiders (365)

MUSICAL
WESTERN
54M.

ESTIMATE: Above average western.

CAST: Charles Starrett, Smiley Burnette, John Dehner, Trevor Bardette, Peter Thompson, Fred Sears, John Cason, Frank Griffin, Sam Flint. Produced by Colbert Clark; directed by Ray Nazarro.

STORY: Arrested for trying to see his dying son without permission, captain John Dehner becomes mentally unbalanced, escapes, and forms a gang of desperados. The army, in desperation, asks Charles Starrett to go after Dehner. Starrett gets Smiley Burnette, Trevor Bardette, and young Frank Griffin, and conceited lieutenant Peter Thompson is put in charge. Thompson continually gets the group in trouble. Starrett, as "The Durango Kid", saves Thompson's life twice. Starrett finally challenges Thompson to fight, and the lieutenant finally comes to his senses. Following Starrett's advice they corner Dehner, and Starrett kills him.

X-RAY: An unusually good script makes this an interesting western, and given something more to do than just ride and shoot, the cast turns in good performances. Songs heard include: "She's Mine All Mine" and "Full Steam Ahead." This was written by Barry Shipman.

TIP ON BIDDING: Usual series price.

AD LINES: "Charles Starrett Crosses Guns With A Cunning And Crazy Killer"; "Why Did An Army Uniform Invite Death?"; "His Army Training Brought Terror And Death To The Range."

King of the Wild Horses (310)

OUTDOOR
DRAMA
66M.

(Re-release)

ESTIMATE: Reissue should appeal in action houses.

CAST: Rex, Lady, Marquis, William Janney, Dorothy Appleby, Wallace MacDonald, Harry Semels, Ford West, Art Mix. Directed by Earl Haley.

STORY: Posing as a government inspector, Wallace MacDonald and gang plan to steal wild horses from the Navajo Indian Reservation. The Navajos are celebrating the coming of age of William Janney, in love with Indian maid, Dorothy Appleby, and Janney's feat of daring is to capture Rex, wildest stallion. Later, MacDonald mistreats the animal. The Navajos discover MacDonald is an imposter. Led by Janney, and Rex, they race to where MacDonald is stampeding the wild horses. Rex kills Marquis, MacDonald's horse, then turns on MacDonald. The wild horses saved, Janney and Appleby plan to wed.

X-RAY: When first reviewed in EXHIBITOR in 1933 it was said: "This horse story will do okeh in western-audience houses but will have to be sold elsewhere. Action, horse fights are okeh." The story is by Earl Haley. (Editor's note: A film of the same title was made by Columbia in 1947 but should not be confused with this earlier release).

TIP ON BIDDING: Lowest bracket.

AD LINES: "A Great Action Picture Returns"; "The Mightiest Of Wild Stallions In A Thundering Action Drama"; "Breath-Taking Stampede."

EAGLE LION CLASSICS

Circle of Danger (207)

DRAMA
90M.

(English-made)

ESTIMATE: Name draw will have to make the difference.

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SECTION TWO
Vol. 45, No. 21

MARCH 28, 1951

CAST: Ray Milland, Patricia Roc, Marius Goring, Naunton Wayne, Marjorie Fielding, Edward Rigby, John Bailey, Colin Gordon, Dora Bryan, Michael Brennan, Reginald Beckwith. Produced by Joan Harrison; directed by Jacques Tourneur.

STORY: American Ray Milland visits Europe to discover why his younger brother, who served as a Commando with the British, was the only one killed during a raid in World War II. His trail leads him to the group's commander, Scot Hugh Sinclair, from whom he gets a list of the men in the party. Only three are alive, one of them ballet master Marius Goring. Milland's efforts are fruitless until he learns that there was also an intelligence officer, Naunton Wayne, along. Milland finds him, and discovers that Sinclair is the clue to the mystery. Meanwhile, Milland has fallen in love with Patricia Roc, the sweetheart of Sinclair. In the showdown, Milland learns from Goring that the brother was shot because his escapades were endangering the whole mission. Sinclair had then been sworn to secrecy. Convinced of the truth, Milland leaves with Roc.

X-RAY: Although this has the benefit of an American star, an American producer, and an American director, it falls considerably short of what must have been intended primarily because it lacks suspense, for the most part. While the English and Scottish backgrounds are pleasant, the film is essentially foreign, which will restrict it definitely on this side. Milland can't create much suspense by himself, and although Roc is as pretty as ever and the supporting cast adequate, the film fails to maintain interest as it should, getting bogged down in dialogue and trivialities. Class spots might find some appeal in it. The screen play was written by Philip MacDonald.

AD LINES: "What Was The Mystery Of The White Heather?" "He Sought To Avenge His Brother's Death"; "A Mystery Of World War II . . . Revealed For The First Time."

LIPPERT

Mask Of The Dragon (5013)

MYSTERY
DRAMA
54M.

ESTIMATE: For the lower half.

CAST: Richard Travis Sheila Ryan, Sid Melton, Michael Whalen, Lyle Talbot, Richard Emory, Dee Tatum, Jack Reitzen, Mr. Moto, Karl Davis, John Grant, Eddie Lee, Ray Singer, Carla Martin, Curt Barrett's Trailsmen. Produced by Sigmund Neufeld; directed by Samuel Newfield.

STORY: Private detective Richard Travis and girl, Sheila Ryan, receive a letter from Travis' partner, Richard Emory, on active

duty with the army in Korea, stating that he is sending home a valuable package prior to his return. Emory arrives, and phones Travis. He and Ryan find Emory dead. A clue then leads Travis to a Chinatown curio shop. Police chief Lyle Talbot introduces him to Michael Whalen, whom Talbot says represents the army. Travis' friend, Dee Tatum, TV entertainer, asks him if Emory left anything in the way of souvenirs and Travis later finds her murdered. Finally, the package arrives, and Travis takes it to the Chinese curio shop where gangster Sid Melton and henchmen surprise him. The ringleader proves to be Whalen. Ryan, Talbot, and a police squad arrive, and the curio is found to contain a rare mineral.

X-RAY: This routine meller is strictly dual bill fare. The screen play is by Orville Hampton.

AD LINES: "Crime Wore The 'Mask Of The Dragon'"; "A Manhunt That Began In Korea, And Ended In Crime"; "What Was The Secret Of The Porcelain Dragon?"

MGM

The Metro-Goldwyn-Mayer Story (145)

COMPILATION
56M.

ESTIMATE: Free MGM feature trailer should hold interest.

CAST: Clark Gable, Esther Williams, Fred Astaire, Jane Powell, Ricardo Montalban, Louis Calhern, Paula Raymond, Howard Keel, Gene Kelly, Vera-Ellen, Vic Damone, Dawn Addams, Stewart Granger, Deborah Kerr, Robert Walker, George Murphy, John Hodiak, Nancy Davis, Arlene Dahl, Keenan Wynn, Ethel Barrymore, Lionel Barrymore, Marjorie Main, Lewis Stone, James Whitmore, Keefe Brasselle, Debbie Reynolds, Carleton Carpenter, Jean Hagen, Sally Forrest, Richard Anderson, Mickey Rooney, Peter Lawford, Georges Guetary, Leslie Caron, Burt Lancaster, Janet Leigh, Mario Lanza, Jimmy Durante, Walter Pidgeon, Greer Garson, Ezio Pinza, Ann Miller, Barry Sullivan, Marshall Thompson, Fernando Lamas, Phyllis Kirk, Monica Lewis, Bruce Cowling, Kathryn Grayson, Red Skelton, June Allyson, Van Johnson, Ava Gardner, Elizabeth Taylor, Spencer Tracy, Lana Turner, Robert Taylor. Produced by Herman Hoffman; edited by Laurie Vejar and Ira Heymann.

STORY: This includes scenes from 25 MGM pictures: "Across The Wide Missouri", "An American In Paris", "Calling Bulldog Drummond", "Excuse My Dust", "Father's Little Dividend", "Go For Broke", "The Great Caruso", "Inside Straight", "It's A Big Country", "Kind Lady", "King Solomon's Mines", "The Magnificent

Lullaby of Broadway (020)

COMEDY
WITH MUSIC
92M.

(Color by Technicolor)

ESTIMATE: Entertaining musical.

CAST: Doris Day, Gene Nelson, S. Z. Sakall, Billy De Wolfe, Gladys George, Florence Bates, Anne Triola, Hanley Stafford, Page Cavanaugh Trio, the DeMatt-lazzis. Produced by William Jacobs; directed by David Butler.

STORY: Entertainer Doris Day, after several years in England, decides to come back to surprise her mother, Gladys George, whom she believes is a topnotch American musical comedy star. Actually, George is a singer in a clip joint, and the home address she gives belongs to beer baron S. Z. Sakall, who has a soft spot in his heart for the theatre, and his wife, Florence Bates. Butler Billy De Wolfe and maid Anne Triola, vaudevillians out of work, help keep up the masquerade with the assistance of Sakall, who takes a fancy to Day, and decides to star her in his new show, with Gene Nelson as the male star. Eventually, Day learns the truth, the misunderstanding regarding her relationship to Sakall is ironed out, and the show is a hit.

X-RAY: Routine in story, but pleasant all the way and studded with a lot of hit songs of years gone by, this is a workmanlike musical that doesn't have much sock but it should please most customers. Day is okeh, and makes a nice partner for Nelson while Sakall is back with stock mannerisms. De Wolfe and Triola help out on the comedy, and, while the pace is sometimes rather slow, the musical numbers and songs are spotted at the proper time. While there is nothing new in this, the material is tried and true, for the most part. Songs include: "In A Shanty In Old Shanty Town", "Lullaby Of Broadway", "Please Don't Talk About Me When I'm Gone", "Somebody Loves Me", "You're Dependable", "You're Getting To Be A Habit With Me", "Zing! Went The Strings Of My Heart", and "Just One Of Those Things."

TIP ON BIDDING: Good program price.

AD LINES: "Hit Tunes . . . Plenty Of Comedy In 'Lullaby Of Broadway'"; "Doris Day . . . Gene Nelson . . . A New Team . . . With Fun Galore in 'Lullaby Of Broadway'"; "The Year's Musical Hit."

Virginia City (018)

MELODRAMA
121M.

(Re-release)

ESTIMATE: Reissue has names to help.

CAST: Errol Flynn, Miriam Hopkins, Randolph Scott, Humphrey Bogart, Alan Hale, Guinn Williams, Frank McHugh, Douglas Dumbrille, Moroni Olsen, John Litel, Charles Middleton, Brandon Tyman, Harold Hickman, Victor Killian, Charles Trowbridge. Produced by Jack L. Warner and Hal B. Wallis; associate producer, Robert Fellows; directed by Michael Curtiz.

STORY: Seventy-three Southern sympathizers in Virginia City, Nev., attempt, in 1864, to get a wagon train of \$5,000,000 in gold across the country to the south in order to prolong the war. The venture fails, but not before union intelligence man Errol Flynn and his buddies, Guinn Williams and Alan Hale, have plenty of adventures with guerrilla Humphrey Bogart and others. Flynn falls in love with Miriam Hopkins, daughter of the south.

X-RAY: When reviewed in THE SERVICE-SECTION on March 20, 1940, it was said: "This is an important money show. Lengthy, it is crammed with exciting moments, plenty of comedy, etc., and is a natural for exploitation. It is lusty outdoor melodrama, enacted by a top cast." The screen play was written by Robert H. Buckner.

TIP ON BIDDING: Usual reissue price.

AD LINES: "History Sweeps Across The Screen In One Of The Greatest Outdoor Melodramas Of All Time"; "A Cast Of Favorites In One Of The Screen's Greatest Thrillers"; "Brought Back For Your Reenjoyment."

FOREIGN

Appointment With Crime

MELODRAMA
90M.

(Four Continents)
(British-made)

ESTIMATE: Routine British meller.

CAST: William Hartnell, Robert Beatty, Joyce Howard, Raymond Lovell, Herbert Lom, Alan Wheatley, Cyril Smith, Ivor Barnard, Wally Patch, Victor Weske, Ernest Butcher, Lew Stone and his band. Produced by Louis H. Jackson; directed by John Harlow.

STORY: A steel grill crushes both of William Hartnell's wrists while he is attempting to rob a jewelry store. Raymond Lovell and Victor Weske, who talked Hartnell into doing the job, made no effort to help, and Hartnell is sent to prison. When he gets out of jail, Hartnell seeks revenge. After arranging to have an alibi with taxi dancer Joyce Howard, Hartnell murders Weske with a gun that has Lovell's fingerprints. Lovell goes to the head of the gang, respected art dealer Herbert Lom, for money. Lom, afraid that the gun might be traced to him, has Lovell killed, but finally agrees to pay Hartnell for the weapon. When the greedy Hartnell attempts to get more money there is a fight, and Lom is killed. Meanwhile, Inspector Robert Beatty has broken Hartnell's alibi. Hartnell asks Howard, who now is convinced that Hartnell is evil, to run off with him. Howard tells the police of Hartnell's plan, and Beatty goes with her on the train. When Hartnell tries to escape from the train window, Beatty pushes it up, and Hartnell is once more caught by his wrists.

X-RAY: This routine British melodrama doesn't have too many selling angles. The story is good but too much talk and not enough action slow things up. The screen play by John Harlow, from a story by Michael Leighton.

AD LINES: "The Perfect Crime . . . Almost"; "An Exciting Story Of A Man Seeking Revenge"; "His Wrists Cost Him His Life."

Crossroads Of Passion

MELODRAMA
96M.

(Films International)
(French-made) (English titles)

ESTIMATE: Standard foreign meller.

CAST: Viviane Romance, Valentina Cortese, Clement Duhour, Fosco Giachetti, Gina Falkenberg, Giovanni Hinrich, Olinto Cristina, Job Van Huelsen, Sembt, Jean Wall. Produced by Ettore Giannini; directed by Jacques Companeez.

STORY: In World War II, Viviane Romance, forced to leave Italy because she is suspected by the Germans, goes to neutral Lisbon where she meets Clement Duhour, who killed Romance's lover in Italy. Romance, who has sworn revenge, goes to the Germans, and tells her story. A Gestapo agent convinces Romance that she can best get her revenge by joining Duhour's organization. After a while she is able to give the Germans vital information about the underground organization. Romance regrets her decision when several people she likes are killed because of her work. In the meantime, Duhour and Romance realize that they love each other. When the Germans kill Valentina Cortese, who has always befriended her, Romance decides to leave Lisbon, and go to Brazil. However, the underground mem-

bers capture her. As the group is trying her, Duhour enters, and when Romance admits her guilt Duhour carries out the penalty by shooting her.

X-RAY: This gloomy story of World War II has a rather limited appeal although Romance gives a good performance. The direction shows little imagination and the photography is dark. The story is by Jacques Companeez and Claude Heymann.

AD LINES: "Viviane Romance In Her Most Tempting Role"; "A Story Of Revenge And A Forbidden Love"; "See Sexy, Sultry Viviane Romance."

Exchange Girl

COMEDY DRAMA
83M.

(Films International)
(English-made)

ESTIMATE: Pleasing British comedy for the art spots.

CAST: Yolande Donlan, Michael Rennie, Garry Marsh, Emrys Jones, Reginald Beckwith, Helena Pickard, Jon Pertwee, Richard Littledale, Bruce Belfarge, Peter Butterworth, Barry Faber, Valentine Dyal. Produced by Daniel M. Axgrl; directed by Val Guest.

STORY: American factory worker Yolande Donlan arrives in England as part of a plan where English and American workers swap jobs for a month. The town throws a dance, and she meets Michael Rennie. The town learns that it will be forced to move because the village is obsolete. The townspeople, led by Rennie, refuse to leave their homes, and Donlan adds fuel to the fire by quoting the Magna Carta. Donlan, however, is reprimanded by the American Vice-Consul. As she prepares to board the plane for America the town turns out, and presents her with a gift. When she is told she has too much baggage, she gives a suitcase to Rennie and says she will return soon.

X-RAY: An interesting import, this offers a simple device to point out differences in customs and language between Americans and their British cousins. The sense of humor widens the appeal of this comedy, which would ordinarily be restricted to the art houses. Although Donlan's portrayal of the American girl is a little heavy, she still gives a charming performance. The screen play is by Val Guest.

AD LINES: "The Season's Most Delightful Comedy"; "Here Is A Film As American As Corn On The Cob, And As English As Crumpets"; "The Merry Story Of What Happens When A Bit Of New Jersey Lands In The British Isles."

Lady Paname

COMEDY DRAMA
MUSICAL
97M.

(Discina International)
(French-made) (English titles)

ESTIMATE: Lively French import.

CAST: Louis Jouvet, Henri Guisol, Suzy Delair, Monique Melinand, Jane Marken, Jane Hellv, Raymond Souplex, Vera Norman, Henri Cremieux, Pierre Trabaud. Produced by Michel Safra; directed by Henri Jeanson.

STORY: Henri Guisol gives cafe singer Suzy Delair and manager Louis Jouvet a song he had written, and which had brought bad luck to everyone. Delair gets the song, and good luck smiles upon her. While on the stage she does an impromptu strip tease. A commotion starts, and Jouvet provokes a duel between Guisol and one of the patrons. Delair becomes a sensation, and the singer who had prior right to the song, Raymond Souplex, loses his voice, his wife, and his money. Delair goes to song writer Guisol, whom she loves, to prevent the duel. After the duel is called off, Guisol tells Delair that he doesn't really love her. She then attempts suicide by going to the lair of a gang trying to extort money from her. She hopes to provoke them. Jouvet discovers her

plan, and brings Guisol and other help in time to save her.

X-RAY: This saucy French import has some strong selling angles. The story has some good laughs, and there are a few scenes with sexy exploitation angles. This film also gets a good boost from the fine job done with the English titles. The songs heard are: "In Springtime Its Love", "The Last Drink's On Me", and "I Have It." The screen play is by Henri Jeanson.

AD LINES: "A Comedy That Only The French Could Make"; "A Film Full Of Song, Laughter, and Sexcitement"; "Louis Jouvet At His Best."

Weiner Blut

MUSICAL COMEDY

83M.

(Films International)

(Austrian-made) (English titles)

ESTIMATE: Routine art house offering.

CAST: Willy Fritsch, Maria Hoist, Dorit Kreysler, Theo Lingen, Hans Moser, Hedwige Bleibtreu. Produced and directed by Willy Forst.

STORY: Stuffy Willy Fritsch comes to Vienna to represent his tiny country at a Congress of Nations accompanied by his fun-loving wife, Maria Hoist. After a quarrel she leaves him, and goes to her aunt. Fritsch is forced to learn how to dance, and meets show girl Dorit Kreysler. Fritsch soon gets into the swing of things, and he and Kreysler go everywhere together. Meanwhile, Hoist decides to return to her husband on the night Fritsch is supposed to attend a grand ball with Kreysler, whom he has been forced to introduce as his wife. Fritsch tells Hoist that he must attend a conference so she goes to the ball with her aunt. When Hoist sees Fritsch with Kreysler, she decides to make him jealous, and accepts the crown prince's invitation. After confusion, Hoist forgives Fritsch, and arranges to have Fritsch remain in Vienna permanently.

X-RAY: Lilting Strauss waltzes scattered throughout the film give an assist to routine acting and directing. A mediocre job with the English titles (there are frequent and long stretches where there are no titles at all) slows the action, and makes it difficult for a non-German speaking audience to follow much of what is going on. The screen play is by Willy Forst, adapted from the Johann Strauss operetta.

AD LINES: "The Wonderful Strauss Operetta Now Gloriously Brought To The Screen"; "A Film That Will Have Your Heart Beating In Waltz Time"; "The Sparkle And Lilt Of Old Vienna."

MISCELLANEOUS

Hollywood Peep Show

NOVELTY

MUSICAL

80M.

(Roadshow Attractions)

ESTIMATE: Highly exploitable burlesque film.

CAST: Gay Dawn, Mary Andes, Levalon, Diana, Lenora, Alberta, Charmaine, Rochelle, Sylvia, Leon De Voe, Bobby Faye, Harry Arnie, Charlie Kraft. Staged and directed by Lillian Hunt.

X-RAY: This is a complete burlesque show, as photographed before an audience in a theatre. Totally lacking in concessions to film standards of decency and propriety, this is unsuitable for general audiences but may give the seeker of risqué entertainment his money's worth in areas where it can be played. Comprising the show are the familiar chorus routines, four time-tested comedy bits, and six strippers who display a great deal of anatomy and a blissful disregard of Production Code restraints on costuming and body movement. An offstage tenor and a

raucous pit orchestra lend authentic burlesque atmosphere, if little else. Photography and sound recording are adequate. Songs heard are "Let's Fall In Love Again," and "Walking In The Moonlight."

AD LINES: "The Most Sensationally Naughty Show You've Ever Seen!"; "A Rollicking, Risque Night At The Burlesque!"; "The Naughty-But-Nice Show The Whole Town's Talking About!"

The Shorts Parade

TWO REEL

Color Documentary

THE NEIGHBOR NEXT DOOR. Warners—Technicolor Special. 20m. After giving quick glimpses of the major cities of Canada, this goes into a rather detailed study of the people, geography, and industries of our next door neighbor. The color camera shows the beauty of the land, and attempts to indicate the tremendous size of the country. Stressed is the similarity in spirit and heritage of the peoples of the United States and Canada. **GOOD.** (7005).

Documentary

FLIGHT PLAN FOR FREEDOM. 20th Century-Fox—The March of Time. Vol. 17, No. 2. 18½m. How the U. S. Air Force is preparing to defend our shores and carry the attack to the enemy, is the theme, and the camera takes one inside a huge B-36. It follows the actions of the various crew members on a 39 hour non-stop practice bombing raid. These are the first public films of the interior of the B-36, and the tremendously complex nature of this giant bomber and the quiet efficiency of the men who fly it have been well captured by the camera lens. **EXCELLENT.**

Musical

TEX WILLIAMS' WESTERN VARIETIES. U-International—Name-Band Musical. 15m. Using an outdoor western setting, this has everything from a good old-fashioned square dance to an expert balancing act. The various numbers blend into one another and the music is of the foot-tapping variety. Featured are "Smokey" Rogers, "Deuce" Spriggend, Vic and Adjo, Bucky Tibbs, the Johnny Cleater Square Dancers, and the Tex Williams Western Caravan. The songs heard include: "Tulsa Trot", "Soldiers' Joy", "Arkansas Traveler", "Mississippi Soya", "Butterfingers", "Tiger Rag", "Reuben, Reuben", "Pilgrim Jump", "Old Gray Mare", and "Alimony." **GOOD.** (6306).

ONE REEL

Color Cartoon

DROOPY'S GOOD DEED. MGM—Cartoons. 7m. Droopy, competing for the title of best Boy Scout, has competition from an imposter, but, as usual, he is the victor through the highest of ethics. This rates with the better MGM cartoons. **GOOD.** (W-243).

SLEEP HAPPY. U-International—Woody Woodpecker Technicolor Cartune. 7m. Looking for a place to bed, Woody Woodpecker sees Wally Walrus' house, and immediately falls asleep. His snoring keeps Walrus awake, and he tries every method to stop the noise, to no avail. The alarm clock goes off, and the refreshed Woody marches off, leaving Wally exhausted. **FAIR.** (6352).

SLEEPY-TIME TOM. MGM—Cartoons. 7m. When Tom, out all night, comes home,

and tries to sleep, his slumbers are disrupted by the maid and Jerry, who helps make life miserable. His efforts to sleep going to naught, he winds up, much against his will, going out for more carousing with the cats. **FAIR.**

Musical

CHILDHOOD DAYS. Warners—Hit Parade of Gay Nineties. 10m. When reviewed in *THE SERVISECTION* in June, 1943, it was said: "Patsy Hale sings and dances while members of the California Junior Symphony contribute several numbers, the last with a patriotic flourish. This is a pleasant musical entrant. Numbers include: 'Childhood', 'Perpetuum Mobile', 'Piano Concerto In B Flat Minor', and 'It's The Good Old American Way.' **GOOD.**" (7804).

Novelty

SPRINGBOARD TO FAME. U-International—Variety Views. 9m. After a group of future swimming stars ranging from about three to six finishes a rather interesting exhibition of water wizardry, the adults take over. Featuring pretty Vicki Draves, 1948 Olympic diving champion, a number of expert and comic dives are presented. **GOOD.** (6343).

Too Late To Classify

Features

The Scarf

PSYCHOLOGICAL DRAMA

87M.

(UA)

(Goldsmith-Caspery)

ESTIMATE: Intriguing drama has plenty of angles.

CAST: John Ireland, Mercedes McCambridge, Emlyn Williams, James Barton, Lloyd Gough, Basil Ruysdael, David Wolfe, Harry Shannon, Celia Lorsky, Dave McMahon, Chubby Johnson, Frank Jenks, Emmett Lynn, Dick Wessel, Frank Jaquet. Produced by I. G. Goldsmith; directed by E. A. Dupont.

STORY: John Ireland escapes from a state asylum for the insane deep in the desert. He stumbles on the turkey farm owned by James Barton, who learns that he has been imprisoned for the murder of a girl. Ireland is not sure whether or not he did it, and he is anxious to learn the truth. Barton shields him from the police despite the reward. Meanwhile, Ireland's foster father, Basil Ruysdael, fears for his own life, and puts a reward on his head. When Barton is taken ill, Ireland goes to town for feed, and picks up hitchhiker Mercedes McCambridge. She is impressed by his attitude. He comes to her aid when town toughs get fresh, and sends her on her way. Weeks later, he follows her to Los Angeles, and asks for help; but she refuses to get mixed up in the affair. Psychiatrist Emlyn Williams convinces Ireland he did commit murder, and signals for the police. The prison psychiatrist talks to Williams, and finds something wrong in his story. Barton appears, and persuades McCambridge to set a trap for Williams, who was the real killer and a mental case. When Ireland is freed, he returns to the turkey farm with Barton.

X-RAY: While this has some interesting performances and some good character studies, it will need plenty of push. The atmosphere is generally dark and dreary, and there is practically no comedy relief. However, there are angles for the box-office, and these will have to be pushed to the hilt. The screen play was written by E. A. Dupont, based on a story by I. G. Goldsmith and E. A. Rolfe.

TIP ON BIDDING: Program price.

AD LINES: "A Scarf Means Different Things To Different People"; "To Her A Scarf Was A Way Of Attracting Men . . . To Him It Spelled Murder"; "What Was The Mystery of Her Scarf?"

Footlight Varieties

COMPILATION
61M.

(RKO)

ESTIMATE: For the lower half.

CAST: Leon Errol, Jack Paar, The Sportsmen, Liberace, Jerry Murad's Harmonicats, Frankie Carle and Orchestra, Red Buttons, Inesita, Buster West, Melissa Mason, Grace Romanos, Dorothy Granger, Patti Brill, Emory Parnell, Elaine Riley, Byron Foulger, Harry Harvey. Produced by George Bilson; directed by Hal Yates.

STORY: Jack Paar, master of ceremonies, introduces some acts. Included are the Sportsmen Quartet in a few songs, a satire on television using trick photography, a number by Frankie Carle and his orchestra, Red Buttons in a comedy monologue, a Leon Errol short about his losing his memory and Spanish dancer Inesita. Paar then comments on an old film of 1900 vintage. Then come piano stylings by pianist Liberace, The Harmonicats in two numbers, Paar and Grace Romano in a comedy dance routine, eccentric dancing by Buster West and Melissa Mason, a Dixieland jamboree, The Sportsmen in a number, and Paar with a message about finding the best entertainment in the local theatre.

X-RAY: Styled after a regular variety show, with some shorts added, this entry should have at least one act to please every taste. Paar does a good job, and things move along at a good pace. The film stresses the value of movie entertainment throughout. It will fit into the lower half. Songs heard are: "Hi Time", "The Show Must Go On", "You Only Want It 'Cause You Haven't Got It", "La Paloma", "Hungarian Fantasy", "Boogie Woogie", "Fantasie Impromptu", "The Galloping Comedians", and "Good Night Ladies." Legion of Decency: "B" rating.

TIP ON BIDDING: Lowest bracket.

AD LINES: "See Some Of The Greatest Variety Acts Ever Presented In One Film"; "Comedy . . . Music . . . Dancing . . . See The Entertainment Treat Of The Year"; "Footlight Varieties' Will Erase That Frown."

Kon Tiki

DOCUMENTARY
73M.

(RKO)

ESTIMATE: Top flight documentary has plenty of selling angles.

CAST: Thor Heyerdahl, Knut Haugland, Erik Hesselberg, Torstein Raaby, Herman Watzinger, Bengt Danielsson, Ben Grauer. Produced by Olle Nordemar.

STORY: Radio and TV announcer Ben Grauer contributes background on each of the men who made the trip to prove that it was possible for ancient people, in a raft, to go from South America to the Polynesian Islands. He then introduces Thor Heyerdahl, who does the narration. The films they took show how they built a raft as an exact duplicate of the ones used by natives of Peru some 2000 years ago. With Thor filling in background material, the camera then covers the amazing 101-day journey. Using just the wind and sea currents, the six scientists travel 4,300 miles, and finally reach their goal, the Polynesian Islands.

X-RAY: Here is a fascinating film record of one of the greatest sea adventures of modern time. It is quite obvious that the men behind the camera were amateurs but this helps drive home the authenticity of the film. A fine job of editing helps to keep interest high. Heyerdahl, although not too familiar with the

English language, does an excellent job as narrator, and his calm, low-powered approach adds to the dramatic impact. The fact that the story was a best seller for months should aid the selling, and the nature of the story gives it some good exploitation angles.

TIP ON BIDDING: Fair program price.

AD LINES: "Millions Thrilled When They Read Of The Adventures Of 'Kon Tiki' . . . Now See The Actual Journey"; "Join The Crew Of The 'Kon Tiki' On A Voyage That Had Not Been Made For Two Thousand Years"; "The Authentic And Amazing Film Record Of The 101-Day Journey Of Six Men On A Raft."

Insurance Investigator (5026)

MYSTERY
MELODRAMA
60M.

(Republic)

ESTIMATE: Okeh meller for the lower half.

CAST: Richard Denning, Audrey Long, John Eldredge, Hillary Brooke, Reed Hadley, Jonathan Hale, Roy Barcroft, Wilson Wood, William Tannen. Produced by William Lackey; directed by George Blair.

STORY: An insurance company becomes suspicious when John Eldredge's partner dies shortly after a large policy is taken out. Richard Denning is sent to investigate, and with the dead man's daughter, Audrey Long, gets a job in Eldredge's office. From his own observations and from Eldredge's assistant, Hillary Brooke, Denning learns that Eldredge owed a large gambling debt to Reed Hadley. Eldredge suspects Denning, and tries to murder him, but kills Brooke by mistake. When Eldredge is about to break, Hadley's gang kills him. When the gang tries to kill another man for his insurance, Denning arrives to get enough information to jail them. However, the Hadley gang kidnaps Denning. Long summons the police, and the gang is captured.

X-RAY: This one has all the elements of an okeh lower half meller. There is enough suspense, shooting, and love interest to please regular fans. The screen play is by Gertrude Walker.

AD LINES: "Double Indemnity . . . With Murder The Payoff"; "The Insurance Policy Turned Out To Be A Death Warrant"; "A Thrill A Minute—Chill A Minute Mystery."

Queen For A Day

COMPILATION
107M.

(Stillman)

(UA)

ESTIMATE: Compilation should benefit from exploitation and air bally.

CAST: "The Gossamer World": Phyllis Avery, Darren McGavin, Rudy Lee, Frances E. Williams, Joan Winfield, Lonny Burr, Tristram Coffin, Jiggs Wood, Casry Folks, George Sherwood; "High Diver": Adam Williams, Kasia Orzazewski, Albert Ben-Astar, Tracey Roberts, Jarry Johns, Bernard Szold, Joan Sudlow, Grace Lenard, Leonard Nemoy, Danny Davenport, Madge Blake; "Horsie": Edith Meiser, Dan Tobin, Jessie Cavitt, Douglas Evans, Don Shelton, Louise Curry, Sheila Watson, Minna Phillips, Byron Keith. In the broadcasting studio: Jack Bailey, Jim Morgan, Fort Pearson, Melanie York, Cynthia Corley, Kay Wiley, Helen Mowery, Dian Fauntelle. Produced by Robert Stillman; directed by Arthur Lubin.

STORY: On the radio and television program, "Queen For A Day" contestants are crowned each day, and wishes fulfilled to the best of anyone's ability. "The Gossamer World": Phyllis Avery, mother of Rudy Lee, writes to Jim Morgan, producer of the show, how much an electric

train sent to Lee means to them all. The youngster has a vivid imagination and a scarcity of playmates, and the train gives him something physical to play with. After his first day in school, he returns to complain of signs of polio, and the finding is verified. After a siege at the hospital, he returns to play with his train.

"High Diver": Kasia Orzazewski asks for a scholarship for her son at engineering school. The son, Adam Williams, decides to work his way to the school in Chicago when his father insists that he keep a job in the mill. He finds a carnival heading east, and tries out as a high diving artist. His mother returns with the scholarship, and she and the father arrive on the carnival grounds too late to stop him. He makes his dive, comes out of it safely, and goes home with his parents.

"Horsie": Nurse Edith Meiser accepts a job to care temporarily for an infant and young mother, Jessie Cavitt. The husband, wealthy Dan Tobin, can't stand Meiser, who, in his opinion, looks like a horse. When he thinks she may have overheard his cruel remarks, he tries to act a little kind. As she is about to leave, he gives her flowers rejected by his wife and tickets to "Queen For A Day." She appears on the program, and expresses a desire to present Tobin with an electric razor for his kindness, and he and Cavitt, looking on, feel ashamed. Meiser is "Queen," and receives fabulous gifts.

X-RAY: A compilation of three stories, tied in with the "Queen For A Day" theme, this offers unique selling opportunities all based on the radio and TV appeal. It is short on marquee strength, so the merchandising will be the determining factor plus the title. The episodes are all interesting, the performances good, and direction and production okeh. Faith Baldwin wrote "The Gossamer World", John Ashworth wrote "High Diver", and Dorothy Parker wrote "Horsie."

TIP ON BIDDING: Good program price.

AD LINES: "What Happens To The Contestants Who Win The Title 'Queen For A Day'?" "They Were Made Queens—Don't Miss Their Stories"; "Three Tales Showing What Happens When Three Different Types Of Women Are Made 'Queen For A Day'."

Go For Broke

MELODRAMA
90M.

(MGM)

ESTIMATE: High rating.

CAST: Van Johnson, Lane Nakano, George Miki, Akiri Fukunaga, Ken K. Okamoto, Henry Oyasato, Harry Hamada, Henry Nakamura, Warner Anderson, Don Haggarety, Gianna Canale, Dan Riss. Produced by Dore Schary; written and directed by Robert Pirosh.

STORY: Second lieutenant Van Johnson is assigned to oversee a platoon of the newly formed 442nd Regimental Combat Team, consisting entirely of Nisei, American-born Japanese. Johnson requests a transfer, but is turned down by Colonel Warner Anderson. Johnson takes his displeasure out on his men. When they are shipped to Italy, they soon become a crack fighting team. From here, they go to France where they catch up with Johnson's old outfit. Johnson is transferred to act as liaison between the two outfits. On the line, the Texans are trapped, and the 442nd effects a rescue. Months later, what's left of the 442nd receives its seventh Presidential Unit Citation in Washington, D. C.

X-RAY: A good action film with an unusual twist, this shows the part that the American-born Japanese played in World War II and the problems and prejudices that they had to overcome. There are plenty of battle scenes for the fans demanding an accelerated pace and continuous interest, and there are a number

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Too Late To Classify

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of comedy relief sequences. Performances are generally good, and the Johnson name will be a factor. To sum up then, this is a good war film, and where they are doing well, this should, too, despite its limited marquee appeal. The words "Go For Broke" mean "Shoot The Works."

TIP ON BIDDING: Good program price.

AD LINES: "The Story Of The 442nd Regimental Combat Team And Their Battle Cry 'Go For Broke'"; "When The Battle Cry 'Go For Broke' Was Sounded, The Enemy Knew What To Expect"; "Action And Thrills When The 'Bhudda-heads' Yell 'Go For Broke'."

Saddle Legion

WESTERN
60M.

(RKO)

ESTIMATE: Standard Outdoor show.

CAST: Tim Holt, Richard Martin, Dorothy Malone, Cliff Clark, James Bush, Robert Livingston, Bob Wilke, Dick Foote, Movita, Mauritz Hugo. Produced by Herman Schlom; directed by Lesley Selander.

STORY: Roving cowpunchers Tim Holt and Richard Martin arrive on the ranch of Cliff Clark in time to thwart a plot ordered by disgruntled ranch hand James Bush to make it appear that Clark's cattle had become infected, with Bob Livingston, henchman of Mauritz Hugo, acting as a phoney cattle inspector. Holt and Martin outwit the Hugo gang, Bush is killed, and the day is saved.

X-RAY: With a slightly different twist to the story, this falls into the usual series groove. The slight romance is carried by Dorothy Malone as a female medico. The story was written by Ed Earl Repp.

TIP ON BIDDING: Usual series price.

AD LINES: "Tim Holt . . . At His Best . . . Bucking Forces Of Evil"; "The Year's Fastest Western"; "A Plot To Sabotage The Cattlemen . . . Frustrated by Tim Holt."

Hills Of Ireland

TRAVELOGUE
60M.

(World Travel)

(Color)

ESTIMATE: Travelogue has appeal for Irish spots.

CREDITS: Produced by Harry Dugan. Commentary by Pat O'Brien.

X-RAY: This is a rather lengthy camera tour of Northern and Southern Ireland with appropriate running commentary by Pat O'Brien. Filmed in vivid color, rural and urban Ireland and its citizens get plenty of coverage, and the picture should be of more than passing interest to transplanted natives and travelogue addicts. Several Irish songs by tenor Christopher Lynch, accompanied by a symphonic orchestra, have been dubbed in to add to the

overall nostalgic effect. This is also available in 16mm.

AD LINES: "Revisit The Old Country Through The Eyes Of The Color Camera"; "A Beautiful Camera Study Of Old Ireland"; "Go With Pat O'Brien On A Film Trip To Ireland."

The Lovers Of Verona

MELODRAMA
90M.

(Souvaine Selective)

(French-made) (English titles)

ESTIMATE: Uneven entry for the class and art houses.

CAST: Serge Reggiani, Pierre Brasseur, Anouk Aimee, Louis Salou, Marcel Dalio, Martine Carol, Marianne Oswald, Charles Deschamps, Armand. Directed by Andre Cayatte.

STORY: A company comes to Venice and Verona to make a film of "Romeo And Juliet." Stand-ins Serge Reggiani and Anouk Aimee fall in love. Aimee's fiance, Pierre Brasseur, plans to kill Reggiani, and tricks Aimee into coming back with him. The murder attempt fails. Aimee decides to leave the decaying influence of her home, and goes to the studio to wait for Reggiani, and a family servant sees Reggiani and tells him that Aimee is at home waiting for him. He arrives to be faced by her family. While trying to escape, a war-crazed cousin starts shooting wildly, killing Brasseur, and mortally wounding Reggiani. Reggiani gets to the studio, and dies in Aimee's arms. She then kills herself.

X-RAY: This modern version of "Romeo And Juliet" has moments of beauty and poignancy with the roles of the two young lovers excellently portrayed. However, the film suffers from editing and some unnecessary and overdeveloped minor characters. The screen play is by Jacques Prevert, based on a story by Andre Cayatte.

AD LINES: "The Greatest Love Story Of All Time Told In Terms Of Today"; "A Modern Version Of 'Romeo And Juliet' Given New Beauty By The Magic Of The Screen"; "See Exciting Newcomer Anouk Aimee's Poignant Portrayal Of Juliet."

Shorts

STRAUSS FESTIVAL. Films International. 5m. With the Vienna Philharmonic Orchestra conducted by Oscar Strauss, works by the conductor and his famous relative Johann Strauss, are presented. Drawings, and trick camera shots have been used to make the presentation attractive to the eye as well as the ear. EXCELLENT.

THE FILM DIRECTOR. The Movies And You—All Industry Shorts. 9m. The theme is the difficult and complex job of the film director. He is shown dealing with such problems as budget, costume selec-

tion, camera angles, editing, and others, in addition to his main function, directing the actors and the shooting of the picture. This is another fine entry dealing with the industry. This is being released by Warners. EXCELLENT.

BIG LITTLE LEAGUERS. Paramount—Grantland Rice Sportlights. 9m. It's big league baseball for the youngsters when they join the more than 1,500 teams that comprise the Little League from coast-to-coast. Carl Stotz founded this end of the game that caters to lads from nine to 12. Shown also is the world series tilt at the home of the junior league, Williamsport, Pa., where a team from Texas beats a Connecticut contingent. EXCELLENT. (R10-8).

SPRING FEVER. 20th-Fox—Terrytoons. 6½m. Smitten by spring fever, Gandy Goose runs away from home, and is lured into a lunch counter run by a sinister fox. The fox sprinkles Gandy with salt and pepper, preparing to cook him, when Gandy sneezes so hard he blows down the building. Safely home, Gandy again sneezes, bringing the walls of his house down on his long-suffering parents. FAIR. (5109).

LIFE GUARD. RKO—Screenliners. 8½m. The selection, training, and duties of life guards at Long Island's Jones Beach are examined in this fairly interesting entry. Various tests for life guard applicants are shown, and the beach patrol is depicted going about their duties of rescues, returning lost children to their parents, and curbing dangerous horseplay. GOOD. (14207).

ROARING GUNS. Warners—Featurette. 19m. When first reviewed in THE SERVICE of February, 1944, it was said of this reissue: "The locale is California in the year 1877, after the gold rush had been somewhat tempered. Gold seekers retraced the steps of the pick and shovel miners of years back, and used hydraulic water pumps to rip the hills apart to wash out the remaining gold. The water from this operation soon floods the nearby ranchers' crops, and destroys their homes. They want to rise up, but cooler heads prevail, and they decide to await a court decision. Robert Shayne, who has been sent to supervise the mine's operations, soon gets disgusted with the ruthless way his mine is operating, and protests to the owners. He is fired as a court injunction comes through ordering the miners to suspend operating. They refuse, and hold their property by force, until Shayne, who has sided with the ranchers, places a well-planted charge of dynamite, which kills many of the "ornery" killers at the mine. As the film closes, Shayne and a nearby rancher's daughter are making plans for the future. EXCELLENT. (7104).

ALPHABETICAL GUIDE

To 367 Features Reviewed Since The Aug. 30 Issue

This index covers features reviewed thus far during the 1950-51 season, in addition to any features of the 1949-50 season reviewed after the issue of Aug. 30, 1950.—Ed.)

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MADELEINE—99m.—U-I	2934
MADNESS OF THE HEART—67m., 90m.—U-I	2872
MAGNET, THE—78m.—U-I	3042
MAGNIFICENT YANKEE, THE—88m.—MGM	2970
MAN CONQUERS NATURE—55m.—Artkino	3002
MAN WHO CHEATED HIMSELF, THE—82m.—20th-Fox	3002
MANON—91m.—Discina	3003
MARRIAGE OF FIGARO—87m.—Central Cinema	2972
MASK OF THE DRAGON—54m.—Lippert	3045
MASSACRE HILL—see Eureka Stockade	
MATING SEASON, THE—101m.—Paramount	3009
MATTER OF MURDER, A—52m.—Hoffberg	2973

METRO-GOLDWYN-MAYER STORY, THE—56m.—MGM	3045
MILKMAN, THE—87m.—U-I	2950
MILL ON THE PO—96m.—Lux	2983
MINIVER STORY, THE—104m.—MGM	2948
MIQUETTE—83m.—Discina	3027
MISSING WOMEN—60m.—Republic	3038
MISSOURIANS, THE—60m.—Republic	2981
MISTER BOB—89½m.—20th-Fox	2928
MISTER UNIVERSE—90m.—Eagle Lion Classics	3009
MODERN MARRIAGE, A—65m.—Monogram	2924
MOLLY—see Goldbergs, The	
MONTICELLO HERE WE COME—74m.—Cinema Service	3022
MR. LUCKY—100m.—RKO	2980
MR. MUSIC—113m.—Paramount	2926
MRS. O'MALLEY AND MR. MALONE—69m.—MGM	2962
MUDLARK, THE—99m.—20th-Fox	2981
MULATTO, THE—97m.—Scalera	2973
MY BROTHER, THE OUTLAW—82m.—ELC	3025
MY FORBIDDEN PAST—79m.—RKO	3046
MY OUTLAW BROTHER—see My Brother, The Outlaw	
MY TRUE STORY—67m.—Columbia	3037
MY WIDOW AND I—81m.—Distinguished	2934
MYSTERY SUBMARINE—77½m.—U-I	2996

N	
NAVY BOUND—60m.—Monogram	3038
NEVER A DULL MOMENT—89m.—RKO	2962
NIGHT RIDERS OF MONTANA—60m.—Republic	3041
NO ORCHIDS FOR MISS BLANDISH—92m.—Renown	3042
NORTH OF THE GREAT DIVIDE—67m.—Republic	2970

O	
ODETTE—105m.—Lapert	3020
OF MEN AND MUSIC—85m.—20th-Fox	2982
OH, AMELIA—86m.—Lux	3003
OHI SUSANNA—91m.—Republic	3038
ONE MINUTE TO TWELVE—78m.—Eagle Lion Classics	3009
ONE TOO MANY—105m.—Hallmark	2997
ONLY THE VALIANT—105m.—Warners	3040
OPERATION DISASTER—100m.—U-I	3010
OPERATION PACIFIC—109m.—Warners	3011
OPERATION X—79m.—Columbia	3001
ORPHEUS—94m.—Discina	2951
OUR DAILY BREAD—102m.—Central Cinema	2964
OUR VERY OWN—93m.—RKO	2927
OUTLAW GOLD—51m.—Monogram	2979
OUTLAWS OF TEXAS—56m.—Monogram	2998
OUTRAGE—75m.—RKO	2927
OUTSIDER, THE—95m.—Ballantine	2973

P	
PAGAN LOVE SONG—76m.—MGM	3001
PAINTED HILLS, THE—66m.—MGM	3046
PANCHO VILLA RETURNS—95m.—Hispano Continental	2964
PAPER GALLOWES—68m.—Eagle Lion Classics	2969
PARIS 1900—78m.—Mayer-Kingsley	2973
PARIS WALTZ, THE—92m.—Lux	2930
PAYMENT ON DEMAND—89m.—RKO	3034
PINK STRING AND SEALING WAX—75m.—Pentagon	2951
PRAIRIE ROUNDUP—53m.—Columbia	3017
PREHISTORIC WOMEN—74m.—Eagle Lion Classics	2993
PRELUDE TO FAME—84½m.—U-I	2975
PRETTY BABY—92m.—Warners	2929
PRIDE OF MARYLAND—60m.—Republic	3010
PRISONERS IN PETTICOATS—60m.—Republic	2941
PYGMY ISLAND—69m.—Columbia	2969

Q	
QUEBEC—85m.—Paramount	3041
QUEEN FOR A DAY—107m.—UA	3050

R	
RAIDERS OF TOMAHAWK CREEK—55m.—Columbia	2961
RATON PASS—84m.—Warners	3035
RAWHIDE—86m.—20th-Fox	3039
RED ANGEL, THE—97m.—Spolter	2984
REDHEAD AND THE COWBOY, THE—82m.—Paramount	2998
REDWOOD FOREST TRAIL—67m.—Republic	2941
RETURN OF JESSE JAMES, THE—74m.—Lippert	2924
REVENUE AGENT—71½m.—Columbia	2993
RHYTHM INN—73m.—Monogram	3026
RIDIN' THE OUTLAW TRAIL—56m.—Columbia	3025
RIO GRANDE—105m.—Republic	2963
RIO GRANDE PATROL—60m.—RKO	2970
ROCKY MOUNTAIN—83m.—Warners	2950
ROGUE RIVER—82m.—Eagle Lion Classics	2977
ROOKIE FIREMAN—63m.—Columbia	2923
ROUGH RIDERS OF DURANGO—60m.—Republic	3027
ROYAL WEDDING—92m.—MGM	3025
RUSTLERS ON HORSEBACK—60m.—Republic	2970

S	
SADDLE LEGION—60m.—RKO	3051
SAMSON AND DELILAH—128m.—Paramount	3010
SAN QUENTIN—70m.—Warners	2929
SCARF, THE—87m.—UA	3049
SECOND FACE, THE—77m.—Eagle Lion Classics	2993
SECOND WOMAN, THE—90m.—UA	3019
SECRETS OF NATURE—80m.—Oxford	2942
SEPTEMBER AFFAIR—104m.—Paramount	2956
SEVEN DAYS TO NOON—93m.—Mayer-Kingsley	3020
SHAKEDOWN—80m.—U-I	2928
SHORT GRASS—83m.—Allied Artists	3001
SIERRA PASSAGE—81½m.—Monogram	3001
SILVER CITY BONANZA—67m.—Republic	3039
SILVER RAIDERS—55m.—Monogram	2940
SINNERS, THE—107m.—Lopert	2984
SKIPALONG ROSEBLOOM—73m.—ELC	3033
SLEEPING CITY, THE—85m.—U-I	2928
SO LONG AT THE FAIR—85m.—Eagle Lion Classics	3017
SOLDIERS THREE—90m.—MGM	3046
SONG OF MY HEART—86m.—Crown	3012
SOUND OF FURY, THE—90m.—UA	2982
SOUTHSIDE 1-1000—73m.—Allied Artists	2956
SOUVENIR—100m.—Pothe Cinema	2958
SPOILERS OF THE PLAINS—68m.—Republic	3027
STAGE TO TUSCON—82m.—Columbia	2993
STATE SECRET (The Great Manhunt)—97½m.—Col.	2947
STEEL HELMET, THE—86m.—Lippert	3009
STORM WARNING—91m.—Warners	2999

(Continued on page 3051)

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate and up-to-date, it must be

Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

COLUMBIA	EAGLE LION CLASSICS	LIPPERT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY
Born Yesterday J. Holliday, W. Holden, B. Crawford	They Were Not Divided E. Underdown, R. Clanton (English-made)	The Steel Helmet G. Evans, S. Brodie, J. Edwards	The Magnificent Yankee L. Calhern, A. Harding, E. Franz	Abilene Trail, W W. Wilson, A. Clyde, N. Neill	September Affair J. Fontaine, J. Cotton, F. Rosay (Partly made in Italy)	Payment On Demand B. Davis, B. Sullivan	Missing Women P. Edwards, J. Alvin, J. Millican	I'd Climb The Highest Mountain S. Hayward, W. Lundigan, R. Calhoun (Technicolor)	Target Unknown M. Stevens, D. Taylor, J. Holden	Storm Warning G. Rogers, R. Reagan, D. Day, S. Cochran	
Operation X E. G. Robinson, P. Cummins (English-made)	My Outlaw Brother M. Rooney, R. Preston, W. Hendrix (Made in Mexico)	Fingerprints Don't Lie R. Travis, S. Ryan, S. Melton	Vengeance Valley B. Lancaster, R. Walker, J. Dru, J. Ireland (Technicolor)	Rhythm Inn J. Frazee, L. Collier, K. Grant	The Great Missouri Raid W. Carey, M. Carey, E. Drew (Technicolor)	Cry Danger D. Powell, R. Fleming	Spoilers Of The Plains R. Rogers, P. Edwards, G. Jones	Call Me Mister B. Grable, D. Dailey, D. Thomas (Technicolor)	Bedtime For Bonzo R. Reagan, D. Lynn, W. Slezak	The Enforcer H. Bogart, R. Roberts, Z. Mostel	
Counterspy Meets Scotland Yard H. St. John, A. Blake			Cause For Alarm L. Young, B. Sullivan	The Vicious Years T. Cook, G. Moore, S. Merritt			Night Riders Of Montana, W A. Lane, C. Johnson, C. Barrett	The 13th Letter C. Boyer, L. Darnell, M. Rennie, C. Smith (Made in Canada)	Operation Disaster R. Attenborough, N. Patrick (English-made)		
Ridin' The Outlaw Trail, W C. Starrett, S. Burnette											
Revenue Agent D. Kennedy, J. Willes											
A Yank In Korea L. McCallister, W. Phillips											
MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH
Al Jennings Of Oklahoma D. Duryea, G. Storm, D. Foran (Technicolor)	Skipalong Rosenbloom M. Baer, J. Coogan	Mask Of The Dragon R. Travis, S. Ryan, S. Melton	Three Guys Named Mike J. Wyman, V. Johnson, H. Keel, B. Sullivan	Navy Bound T. Neal, W. Waldron, R. Toomey	The Mating Season G. Tierney, J. Lund, T. Rither, M. Hopkins	Tarzan's Peril L. Barker, V. Huston, G. Macready	Oh! Susanna R. Cameron, A. Baath (Tricolor)	The Sword Of Monte Cristo G. Montgomery, P. Corday, B. Kroeger (Supercinecolor)	The Groom Wore Spurs G. Rogers, J. Carson, J. Davis	Sugarfoot R. Scott, A. Jergens (Technicolor)	
My True Story H. Walker, W. Parker	The Blue Lamp J. Warner, J. Hanley, G. Whitby (English-made)	Stop That Cab S. Melton, A. Adrian, M. Lord	Royal Wedding F. Astaire, J. Powell, P. Lawford (Technicolor)	Man From Sonora, W J. M. Brown, L. Hall, M. Healey	The Redhead And The Cowboy G. Ford, R. Fleming, E. O'Brien	Hard, Fast, And Beautiful C. Trevor, R. Clarke, S. Forrest	Silver City Bonanza, W R. Allen, B. Ebson	Lucky Nick Cain G. Raft, C. Gray (Made in Europe)	Abbott and Costello Meet The Invisible Man B. Abbott, L. Costello, N. Guild	Lightning Strikes Twice R. Roman, R. Todd, Z. Scott	
Texans Never Cry G. Autry, G. Davis, D. Harvey	Circle Of Danger R. Milland, M. Goring, P. Roc (English-made)		Inside Straight D. Brian, A. Dahl, B. Sullivan, M. McCambridge	Gypsy Fury V. Lindfors, C. Kent (Made in Sweden)	Samson And Delilah H. Lamarr, V. Mature, G. Sanders (Technicolor)		Cuban Fireball E. Rodriguez, W. Douglas	Bird Of Paradise L. Jourdan, D. Paget, J. Chandler (Technicolor) (Made in Hawaii)	Air Cadet G. Russell, S. McNally, R. Long	Dodge City E. Flynn, O. de Havilland (Re-release)	
"M" D. Wayne, H. Da Silva, L. Adler	So Long At The Fair J. Simmons, D. Bogarde, D. Tomlinson (English-made)		The M-G-M Story (Free feature on MGM product)	The Lion Hunters J. Sheffield, A. Todd, M. Thrower			Insurance Investigator R. Denning, A. Long	Of Men And Music J. Heifetz, A. Rubinstein, J. Pearce, N. Conner N. Y. Philharmonic	The Magnet S. Murray, K. Walsh, W. Fox (English-made)	Virginia City E. Flynn, M. Hopkins, H. Bogart (Re-release)	
Fort Savage Raiders, W C. Starrett, S. Burnette, P. Thompson	Cattle Queen M. Hart, D. Smith, D. Wood						Heart Of The Rockies R. Rogers, P. Edwards			Lullaby Of Broadway D. Day, G. Nelson, S. Sakall (Technicolor)	
APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL
Valentino A. Dexter, E. Parker, P. Medina (Technicolor)	When I Grow Up R. Preston, M. Scott, B. Driscoll	Danger Zone H. Beaumont, E. Brophy, P. Blake	The Great Caruso M. Lanza, A. Blyth, D. Kirsten (Technicolor)	Canyon Raiders W. Wilson, F. Knight, P. Coates	Molly, G. Berg, P. Loeb, E. Mintz	Kon-Tiki (Documentary of raft voyage in Pacific)	Fighting Coast Guard B. Donlevy, E. Raines, F. Tucker	You're In The Navy Now G. Cooper, J. Greer, M. Mitchell	Ma And Pa Kettle Back On The Farm M. Main, P. Kilbride	Raton Pass D. Morgan, P. Neal, S. Cochran	
Fury Of The Congo J. Weissmuller, S. Moreland	Volcano A. Magnani, G. Brooks, R. Brazzi (Italian-made)	Pier 23 H. Beaumont, A. Savage, E. Brophy, R. Travis	Father's Little Dividend S. Tracy, E. Taylor, J. Bennett	Ghost Chasers L. Gorcey, H. Hall, J. Kayne	Quebec J. Barrymore, Jr. C. Calvet, P. Knowles (Technicolor) (Made in Canada)	The Thing M. Sheridan, J. Arness, S. Creighton	Bullfighter And The Lady R. Stack, J. Page, G. Roland (Made in Mexico)	I Can Get It For You Wholesale S. Hayward, D. Dailey, G. Sanders	Queen For A Day P. Avery, D. McGavin, R. Lee (Stillman)	Only The Valiant G. Peck, B. Peyton, W. Bond	
Flame Of Stamboul R. Denning, L. Ferraday	Oliver Twist R. Newton, A. Guinness, K. Walsh (English-made)		Soldiers Three S. Granger, W. Pidgeon, D. Niven, G. Gynt		The Lemon Drop Kid B. Hope, M. Maxwell, L. Nolan	My Forbidden Past R. Mitchum, A. Gardner	Thunder In God's Country, W R. Allen, M. E. Kay, B. Ebsen	Follow The Sun G. Ford, A. Baxter, D. O'Keefe, J. Havoc	He Ran All The Way J. Garfield, S. Winters (Roberts)	Double Crossbones D. O'Connor, H. Carter, W. Geer (Technicolor)	
Whirlwind G. Autry, S. Burnette, G. Davis	The Long Dark Hall L. Palmer, R. Harrison (English-made)						Wells Fargo Gunmaster, W A. Lane, R. Bancroft, M. E. Kay				
King Of The Wild Horses W. Janney, D. Appleby, Rex (Re-release)											



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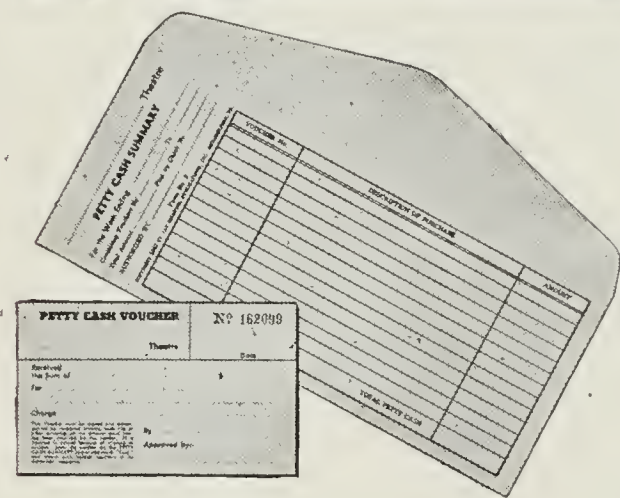
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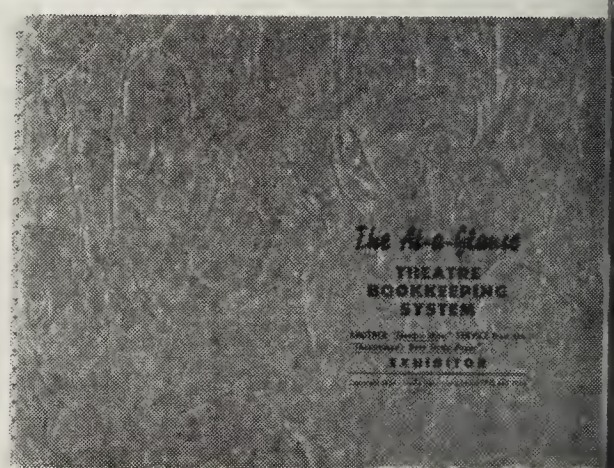
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More

("to Mr. Exhibitor")

When you see "Pandora And The Flying Dutchman" you'll say: "This is show business!" The loves of Pandora in flaming Technicolor! The girl who lived for sensation and the men who crossed her drama-crowded path. The sweetheart whose racing cars dared disaster. The handsome bull-fighter who risked all for her. The mysterious yachtsman to whom she swam recklessly. Filmed against the love-swept shores of the romantic Mediterranean with Technicolor magic!

TRADE SHOW NEWS!



JAMES MASON thrills to AVA GARDNER's singing of "How Am I To Know."

**M-G-M's
'PANDORA
AND THE
FLYING
DUTCHMAN"
TRADE SHOWS
MAY 16th**

ALBANY	20th-Fox Screen Room	1052 Broadway	5/16	2 P.M.	MILWAUKEE	Warner Screen Room	212 W. Wisconsin Ave.	5/16	1:30 P.M.
ATLANTA	20th-Fox Screen Room	197 Walton St., N. W.	5/16	2 P.M.	MINNEAPOLIS	20th-Fox Screen Room	1015 Currie Avenue	5/16	2 P.M.
BOSTON	M-G-M Screen Room	46 Church Street	5/16	2 P.M.	NEW HAVEN	20th-Fox Screen Room	40 Whiting Street	5/16	2 P.M.
BUFFALO	20th-Fox Screen Room	290 Franklin Street	5/16	2 P.M.	NEW ORLEANS	20th-Fox Screen Room	200 S. Liberty St.	5/16	1:30 P.M.
CHARLOTTE	20th-Fox Screen Room	308 S. Church Street	5/16	1:30 P.M.	NEW YORK-N.J.	M-G-M Screen Room	630 Ninth Avenue	5/16	2:30 P.M.
CHICAGO	H. C. Igel's Screen Room	1301 S. Wabash Ave.	5/16	1:30 P.M.	OKLAHOMA CITY	20th-Fox Screen Room	10 North Lee Street	5/16	1 P.M.
CINCINNATI	RKO Palace Bldg. Sc. Rm.	16 East Sixth Street	5/16	8 P.M.	OMAHA	20th-Fox Screen Room	1502 Davenport St.	5/16	1 P.M.
CLEVELAND	20th-Fox Screen Room	2219 Payne Ave.	5/16	1 P.M.	PHILADELPHIA	M-G-M Screen Room	1233 Summer Street	5/16	11 A.M.
DALLAS	20th-Fox Screen Room	1803 Wood Street	5/16	10:30 A.M.	PITTSBURGH	M-G-M Screen Room	1623 Blvd. of Allies	5/16	2 P.M.
DENVER	Paramount Screen Room	2100 Stout Street	5/16	2 P.M.	PORTLAND	B. F. Shearer Sc. Rm.	1947 N. W. Kearney St.	5/16	2 P.M.
DES MOINES	20th-Fox Screen Room	1300 High Street	5/16	1 P.M.	ST. LOUIS	S'Renco Art Theatre	3143 Olive Street	5/16	1 P.M.
DETROIT	Max Blumenthal's Sc. Room	2310 Cass Avenue	5/16	1:30 P.M.	SALT LAKE CITY	20th-Fox Screen Room	216 E. First St. So.	5/16	1 P.M.
INDIANAPOLIS	20th-Fox Screen Room	326 No. Illinois St.	5/16	1 P.M.	SAN FRANCISCO	20th-Fox Screen Room	245 Hyde Street	5/16	1:30 P.M.
KANSAS CITY	20th-Fox Screen Room	1720 Wyandotte St.	5/16	1:30 P.M.	SEATTLE	Jewel Box Preview Thea.	2318 Second Ave.	5/16	1 P.M.
LOS ANGELES	United Artists' Sc. Rm.	1851 S. Westmoreland	5/16	2 P.M.	WASHINGTON	RKO Screen Room	932 N. Jersey Ave., N.W.	5/16	2 P.M.
MEMPHIS	20th-Fox Screen Room	151 Vance Avenue	5/16	2 P.M.					

M-G-M presents JAMES MASON, AVA GARDNER in "PANDORA AND THE FLYING DUTCHMAN" with Nigel Patrick • Sheila Sim • Harold Warrender • Mario Cabré Color by TECHNICOLOR • Written and Directed by ALBERT LEWIN • Produced by ALBERT LEWIN and JOSEPH KAUFMAN (For Dorkay Productions Inc.)

AUTHENTIC

BASED ON ACTUAL CASES FROM THE FILES OF THE POST OFFICE
DEPARTMENT. ITS REALISM AND ACTION ARE GREAT MATERIAL
FOR LADD—IN A TOP ATTRACTION YOU GET IN MAY FROM

PARAMOUNT



You've got an appointment with
bigger-than-"Branded" business —

ALAN LADD

Appointment with DANGER

All his faith was in
his .45 . . . until a
good woman taught
him another kind!

He's the crime-investigator who smashes the
underworld's million dollar train robbery . . .



Alan Ladd and Phyllis Calvert in "APPOINTMENT WITH DANGER"
with Paul Stewart • Jan Sterling • Jack Webb • Produced by Robert Fellows
Directed by Lewis Allen • Written by Richard Breen and Warren Duff





REPORTS are already circulating that the Academy Awards next year will be televised, which gives just about a year to exhibitors to figure out some reason to tell patrons why they shouldn't stay home that night and look at TV.

★

CALL SYSTEMS for physicians are new developments in the drive-in field.

★

BELIEVE it or not but an elderly patron ruptured a stomach muscle laughing at "The Lemon Drop Kid," which made it page one news for the theatre.

★

THEATRE MEN who like to point out advantages of their houses as compared to TV home viewing will be happy to learn that TV has been called by an authority a threat to a child's eyesight, especially those five and under, and that the danger from home sets are listed as follows (1) electric shock, (2) potential fires, and (3) implosion from the picture tube.

★

It WAS quite a night recently at an eastern drive-in. When motor trouble developed, it was discovered that the family cat had crept into the motor compartment of the ice cream cooler. Later, a hurry call for a special type of blood, broadcast over the p.a. system, resulted in a patron volunteering the transfusion.

★

AN ACTOR is being sued by a company for showing one of the latter's films at home screenings without specific permission. Lest any exhibitor become confused, it isn't a case of not paying enough for it.

—H. M. M.

I N D E X

VOL. 45, No. 24

APRIL 18, 1951

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THE COVER PHOTO

Republic President Herbert J. Yates, right, and John Wayne recently traveled to England for the opening of Republic House, new distribution center for Great Britain and Eire, and for the London premiere of the company's latest Wayne starrer, "Rio Grande." The two are pictured at a party with a British exhibitor, Sir Sydney Clift.

EXHIBITOR

VOL. 45, No. 24



APRIL 18, 1951

Who's Being Cute?

BEARING in mind the experiences which many drive-in operators underwent last season, it may be predicted without much fear of contradiction that the headaches both open-air owners and distributors experienced during 1950 will be nothing compared to those 1951 will bring.

THIS department has, in the past, tried to hammer home one point, that because of the tremendous investment and a short season and because of the particular type of operation that sees the drive-in influenced by more factors than the conventional house, the distributor should give the open-airers special consideration.

IT is true that many drive-ins in the south, southwest, and on the coast are open year-round, but now that the general season has begun, it has brought with it a plague of requests for first-runs, second-runs, and runs much earlier than those enjoyed last year by the unconventional operations. This is because the distributor, putting the drive-ins apart from the usual last run, insisted on selling films to the open-airers on percentage, one out of five or six at top terms, and with gimmicks expected to insure against any possibility that the exhibitor might buy film at anything less than what the exchange thought the price should be.

AND since percentage has become the vogue, drive-ins are clamoring for earlier runs. Eyeing what some courts have had to say, perhaps there won't be many distributors who will refuse them. This will prove a hardship to existing conventional houses, which have been going through the toughest period in their history.

THE distributor can't milk the cow from both ends. It has to run dry some time, and, when it does, the distributor will have only himself to blame for his sources of revenues slowing down to a trickle. It's still odd how sales policies for drive-ins took on the same form in most companies for last-runs.

WHO'S BEING CUTE?

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REPUBLIC PRESIDENT HERBERT J. YATES IS HONORED IN LONDON AT AN INFORMAL LUNCHEON OF THE KINEMATOGRAPH RENTERS SOCIETY.

“Republic Week” Scores In England

A President And Screen Stars Helped Make A Foreign Visit A Memorable One



Yates, left, discusses industry matters with Major R. Baker, an executive of Ealing Studios.

THE recent “Republic Week” in England, occasioned by the opening of Republic House, new distribution center for Great Britain and Eire; the London premiere of Republic’s “Rio Grande” at the Carlton, and the visits of President Herbert J. Yates, John Wayne, and Forrest Tucker again spotlighted the importance of the overseas market, and proved that showmanship brings results everywhere.

Many publicity and promotion angles were highlighted in the program drawn up by C. Bruce Newberry, British managing director of the company, and Gerald Fernback, publicity head, working in co-operation with Richard W. Altschuler, president, Republic International, and William Saal, Yates’ executive assistant.

Enthusiastic crowds assembled in London’s Soho Square to watch the tape-cutting ceremonies at the entrance of Republic House. Later in the week, vast crowds

were on hand to catch a glimpse of the stars and industry notables as they arrived at the Carlton for the “Rio Grande” premiere.

A continuous round of cocktail parties, receptions, and luncheons brought the visitors from America in contact with top British theatremen and distribution representatives, while scores of public appearances of the group paid additional dividends in promotion and goodwill.

Wayne visited managers of London suburban theatres, and was greeted by cheering fans in each situation.

Yates was guest of honor at an official luncheon at Mansion House, home of the Lord Mayor of London, after which he was joined by Wayne and Tucker for a call on Ambassador Walter S. Gifford at the American Embassy.

A Republic sales convention was held at Republic House to conclude a record showmanship week for the company.



John Wayne and Yates talk things over with Richard Todd, still costumed after his part in a TV show. Wayne and Yates made radio and television appearances within an hour after their arrival in London.



Anna Neagle and producer Herbert Wilcox chat with the Republic president at a cocktail party.



A group of London theatremen are pictured at a party honoring the Republic House opening.



Wayne, holding hat, poses smilingly with managers and executives of ABC, a leading British circuit. The Republic star's popularity with British theatremen and audiences is as great as in the United States.



London bobbies have difficulty controlling vast crowds outside the Carlton at the "Rio Grande" premiere as hundreds of fans jam the theatre entrances to catch a glimpse of the celebrities present.



Yates presides at the formal opening of Republic House with company executives looking on.

Mel Konecoff's NEW YORK

IN for a sales meeting, Steve Broidy, president, Monogram, and Allied Artists, took occasion to introduce John C. Flinn, the company's new advertising, publicity, and exploitation head, to the trade press, and welcomed the opportunity to report that Monogram was operating in the black and intended to remain there. One reason for the present successful operation is due to the company turning out films consistent with what the market affords, and these are in good demand by exhibitors everywhere, he declared.



KONECOFF

Broidy said that this success followed the recommendations of the distribution staff as to what type of film should be made, and similar advice was being sought now for next year's program. These features have basic entertainment value and full exploitation possibilities, and serve their designated needs. The company has progressed to its present point thanks to the wholehearted cooperation of exhibitors everywhere as well as to the diligence of the staff. Broidy paid tribute to the company salesmen, saying that the company can't get along without them, and discounted selling via any other medium.

Future plans of the company include not only some moderate priced features but some in the higher price category. As for more expensive films, Broidy opined that just spending money was not enough but rather there must be a quality and story that must justify such expenditure. Color will play a more important part, and certain subjects will get color so that the public will receive its full measure of entertainment value. June or July will finally see the company starting its co-production pact with a British production organization with the filming in Technicolor of the novel by Stephen Zweig "24 Hours in the Life of a Woman," which will see release as "Just For A Night." It will be jointly financed, and will have two American stars and an American director.

Monogram's last program year saw 22 Monogram features delivered, 12 westerns, and one Allied Artists feature, while this year will see 28 Monogram features, 12 westerns, and six Allied Artists films. The year runs from October to October.

Flinn announced plans to pay special attention to drive-in bookings this year via special ads, pressbooks, and promotional material. He will also get out and meet exhibitors and branch personnel throughout the country, and expects to institute closer relations between the east and west. He expects to experiment with supplementary campaigns on different pictures for different sections of the country. Another subject to be investigated, Flinn said, is the focussing of advertising and exploitation on an exhibitor level, which

(Continued on page 18)

UA Purchases Entire ELC Stock; Deal Becomes Effective April 28

NEW YORK—Arthur Krim, president, United Artists, last week announced upon his return from Hollywood that United Artists had purchased the total stock of Eagle Lion Classics. UA now has all rights to all ELC product, but has assumed none of the liabilities of Eagle Lion Classics nor its leases, personnel, contracts, etc. All ELC exhibitor contracts as well as agreements with producers will be honored by United Artists.

This deal will in no way alter the company's plan to seek out only top-A pictures to release exclusively in 1952 nor will it affect negotiations initiated along those lines. Instead, the ELC product, which will all go into release this year, will put UA in the black immediately since it brings to UA a volume of distribution rentals which will turn a loss operation into a profit one. This arrangement will give UA toppers more time to work on the 1952 goal.

Matty Fox, UA executive who worked on the deal with ELC representatives along with Seymour Peyser, revealed that the entire negotiation period was 48 hours, from the time that they sat down at the conference table to when the final papers were signed. Rights to all films purchased, new as well as old, included television rights wherever ELC contracts so specified. ELC will cease to function as of the close of business on April 28.

Fox reported that no cash was involved in the deal but he could not reveal the terms of the purchase. Part of the contract calls for UA to use the facilities of Pathe Laboratories for a period of 10 years for the processing of UA films. However, it was specified that the terms and prices charged UA must be competitive, and must compare with prices charged by other laboratories. The money part of the deal should be concluded at the end of three years, according to the contract terms. It was estimated that the lab deal would bring in about \$1,200,000 annually to Pathe Industries.

UA officials said that they were still awaiting a product breakdown from ELC before they could announce the number of films that they would acquire by the deal but it was thought that the 20 films originally scheduled for release by UA this year would probably be doubled.

To take care of that expanded activity, it was thought that a number of people presently on the ELC payroll would be shifted to UA, and these would consist in the main of some salesmen, branch man-

Broidy Reveals Mono., AA Production Plans

NEW YORK—Fourteen films will go into production within the next three months for Monogram and Allied Artists release, Steve Broidy, president, announced last fortnight at the companies' regional meeting. Three pictures are in the final production stages, while seven others are awaiting release.

Films which will get the green light within the next three months are Allied Artists' "Disk Jockey" and "The Police Story." Monogram's three films in Cinecolor will include: "Flight To Mars", "Rodeo", and "The Big Top." Nine black and white pictures will include: "Let's Go, Navy", "The Sea Tiger", "Yukon Manhunt", "Submarine School", "The Ottawa Story", "Elephant Stampede", "Stagecoach Driver", and "Marshal Law."

Broidy launched the eastern regional sales meeting with the highlight announcement that he has signed a long-term contract with "Wild Bill" Elliott for from four to six top-budget outdoor pictures annually. The first two of Elliott's major starrers for Monogram will be "Cattle King" and "The Maverick," to be produced by Vincent Fennelly.

agers, bookers, billers, etc. William Heineman, UA vice-president in charge of sales, opined that there would be no separate department established to handle English films or other product which might conceivably be slotted for art or specialty houses.

Later, it was learned that Bernard G. Kranze, ELC, will become executive assistant to Heineman, and that Milton Cohen, ELC, will become western division manager, succeeding Fred Jack.

Lige Brien, ELC exploitation manager, will join UA as assistant to Mori Krushen, and, in addition, handle the New York metropolitan area exploitation. Ruth Cosgrove, ELC publicist, is also expected to join UA.

When questioned as to whether the company would release "Oliver Twist," it was reported that since a number of contracts had already been signed for the film, these would be fulfilled. While UA will now have enough product for the rest of the year, Krim opined that this would not preclude signing for additional product.

Pathe Industries will henceforth concentrate its motion picture activities in Pathe Laboratories, Eagle Lion Studios, 16mm. distribution through its subsidiary, Pictorial Films, and the promotion of its inventory of feature films. Pathe will shortly announce plans for entering the television industry.

ABC Vending Profit Drops

NEW YORK—ABC Vending Corporation last fortnight reported a net profit of \$924,858 in 1950, compared to \$1,251,546 in 1949. Sales last year increased to \$34,579,972.

Einfeld Expounds Views In Trinidad

PORT OF SPAIN, TRINIDAD—Charles Einfeld, vice-president, 20th Century-Fox, currently on a tour of Latin and South America to discuss showmanship methods and techniques with exhibitors located in the Southern hemisphere, met last week with members of the Roodal Circuit. Einfeld was joined by Louis Millan, 20th Century-Fox manager for Trinidad, in outlining advertising, publicity, and exploitation plans for the industry as a whole as well as 20th Century-Fox pictures.

The Roodal Circuit operates the nine principal theatres in Trinidad.

Pulling Power!

of

Great Trade Reviews!

"Strong, gripping, socks home story!" —FILM DAILY

"Noteworthy, brilliant achievement!"

—HOLLYWOOD REPORTER

"Brilliant!" —DAILY VARIETY

"Gripping, excellent, exciting. Exceptional prospects!"

—SHOWMEN'S TRADE REVIEW

An Academy-Award Picture ("All The King's Men") Team!

JOHN IRELAND
MERCEDES McCAMBRIDGE



A Smashing Action, Suspense Story!



THE SCARF

JOSEPH JUSTMAN presents
JOHN IRELAND • MERCEDES McCAMBRIDGE • EMLYN WILLIAMS

in **"THE SCARF"**

co-starring JAMES BARTON • with Lloyd Gough • Basil Ruysdael • David Wolfe
Harry Shannon • A GLORIA FILM PRODUCTION • Directed by E. A. DUPONT
Produced by I. G. GOLDSMITH • Screenplay by E. A. Dupont
from a story by I. G. Goldsmith and E. A. Rolfe
Associate Producer ANTHONY Z. LANDI • Released thru United Artists

"Tense...
very capable job!"

—MP DAILY

All the material for great returns thru **UA**

This Was The Week When . . .

MGM revealed that Jesse L. Lasky, associate producer of "The Great Caruso," would make a tour of seven cities in advance of the film's opening, in Pittsburgh, Cincinnati, Kansas City, St. Louis, New Orleans, Houston, Tex., and San Francisco. . . . MGM's "Pete Smith Specialty," "Wrong Way Butch," was voted the National Committee on Films For Safety Award as the "Best Theatrical Motion Picture Produced For Release During 1950," the third time he has won. RKO's "Danger Sleuths" won honorable mention. . . . Warner Theatres' zone advertising men met in New York for the purpose of setting up a new three-month boxoffice building campaign. . . . RKO's Canadian districts set aside two weeks, commencing on May 4, during the "Ned Depinet Drive" to honor division chief Charles Boasberg. . . . Adolph Zukor, Paramount Pictures board chairman, was honored at the 30th anniversary luncheon of the Tucson, Ariz., Rotary Club as part of the festivities for "The Last Outpost." . . . U-I announced that winners of the U-I, Modern Screen, and Pepsi-Cola "Bring A Star To Your Home" contest in Denver, Charlotte, Terre Haute, Ind., and Columbus, O., would be visited this month by Piper Laurie and Tony Curtis, co-stars of "The Prince Who Was A Thief," and spend a day with the stars.

Further negotiations between the Colosseum and distributors were resumed in Minneapolis, the union asking for a 10 per cent plus general pay increase and higher expense allowances. . . . "New Mexico," UA release, was named "Picture of the Month" by Parents magazine. . . . The world premiere of "Queen For A Day," UA release, was held in Waycross, Ga., with Edith Meiser and Darren McGavin on hand. . . . The Oscar won by Jose Ferrer was presented to him by Puerto Rican governor Luis Munoz-Marin at ceremonies in San Juan, with appropriate ceremonies, with Ferrer then turning it over to the University of Puerto Rico for its permanent archives.

Peter G. Levathes, short subjects director for 20th-Fox, revealed that 14 subjects would be released in the next four months. . . . Castle Films announced that "Survival Under Atomic Attack," first in a series which it will release under the auspices of the Federal Civil Defense Administration, was available on 16mm. . . . Columbia's "The Brave Bulls" had its world premiere in El Paso, Tex., with Texas openings following.

Monogram set its second regional meeting for the Broadmoor Hotel, Colorado Springs, Colo., on April 27-28. . . . Irving Maas, vice-president and general manager, Motion Picture Export Association, left for another globe-girdling tour of MPEA markets. . . . John C. Flinn, Monogram-AA advertising and publicity chief, revealed that the company would issue streamlined pressbooks. . . . Jerry Pickman, Paramount national director of advertising, publicity, and exploitation,

Technicolor Shows Record Growth

NEW YORK—Technicolor operations in 1950 showed a marked increase in sales, footage, and gross profit over 1949, according to the annual report of Technicolor, Inc., and its subsidiary, Technicolor Motion Picture Corporation, covering operations for the year ended on Dec. 31, 1950, and distributed last week.

During 1950, 70 feature length films were produced in Color By Technicolor, as compared to 45 in 1949. An impressive new record for 35 millimeter positive print output during 1950 was established, with a total of 312,398,508 feet shipped, representing an increase of 45,070,601 feet over the previous year of 1949. Approximately 70 features are now being produced, are in preparation at this time, or are under contract for production in 1951.

Technicolor's net sales in 1950 were \$23,454,250.24 as against \$20,170,763.13 in 1949. Consolidated net profits before deductions amounted to \$5,182,184.44, compared to the previous year's total of \$4,815,274.03.

Net profit after all deductions totaled \$2,216,173.28.

Denis Files Suit

NEW YORK—Armand Denis, explorer-producer of jungle films, filed action in New York Supreme Court last week against Lewis Cotlow, the R. J. Reynolds Company, and The Daily News seeking \$150,000 actual damages for allegedly using for a Camel cigarette ad a picture from his film, "Savage Splendor," released by RKO in 1949, without giving proper credit.

SIMPP Permits Revealed

NEW YORK—Seven of the 10 additional permits approved for SIMPP for distribution in Germany were allocated last week. Recipients were Stanley Kramer, two, and Samuel Goldwyn, Walt Disney, Sol Lesser, David O. Selznick, and Edward Small, one each.

was in Canada for huddles with leading exhibitors. . . . A motion picture trade press committee for the second annual United Cerebral Palsy campaign was announced.

B'way Grosses Still Hit Average

NEW YORK—With the exception of Radio City Music Hall and the Strand, where business was good, the rest of the Broadway first-runs continued at about the average of the past several weeks. According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"ONLY THE VALIANT" (WB). Strand, with stage show, hit \$30,000 for Friday, Saturday, and Sunday, with the opening week expected to tally \$59,000.

"THE MATING SEASON" (Para.). Paramount, with stage show, announced the opening week at \$57,000.

"RAWHIDE" (20th-Fox). Rivoli claimed \$12,000 for the fourth and last week.

"I CAN GET IT FOR YOU WHOLESALE" (20th-Fox). Roxy, with stage show, took in \$55,000 from Wednesday through Sunday, with the second week sure to top \$67,000.

"FATHER'S LITTLE DIVIDEND" (MGM). Radio City Music Hall, with stage show, garnered \$88,000 from Thursday through Sunday, with the opening week heading toward \$138,000.

"THE GREAT MISSOURI RAID" (Para.). Globe reported \$9,000 for the second week.

"THE MAN FROM PLANET X" (UA). Mayfair claimed \$13,500 for second week.

"BORN YESTERDAY" (Col.). Victoria anticipated the 16th week at \$24,000.

"FOURTEEN HOURS" (20th-Fox). Astor announced the sixth, and last, week at \$9,000.

"UP FRONT" (U-I). Loew's State tallied \$20,000 on the fourth week.

"ABBOTT AND COSTELLO MEET THE INVISIBLE MAN" (U-I). Capitol, with stage show, was heading toward a \$40,000 opening week.

Smith On National Tour

NEW YORK—Long range distribution plans for the 20th Century-Fox sales organization are being discussed at a series of round-table conferences nationally by Andy W. Smith, Jr., vice-president and general sales manager, it was revealed this week.

Smith left on a swing around the country to meet with branch managers of every domestic exchange office on the lineup of product scheduled to be released through the fall.



Ben Kalmenson, Warners vice-president, recently presided over a sales meeting of the company's district managers and home office executives at the New York home office, and seen, left to right are, Robert Smeltzer, central; Norman Ayers, eastern; Henry Herbel, west coast; Roy Haines, western; Samuel Schneider, vice-president; Ed Hinchy, head, playdate department; Kalmenson; Mort Blumenstock, vice-president in charge of advertising and publicity; John Kirby, southern; I. F. Dolid; Jules Lapidus, eastern and Canadian; Bernard Goodman, supervisor of exchanges; Haskell Masters, Canada; Robert McGuire, auditor of exchanges, and F. D. "Dinty" Moore, control. Forthcoming WB product as outlined.

*Proudly released
by Eagle Lion*

OFFICES OF THE
WALTER READE THEATRES
MAYFAIR THEATRE BUILDING
701 SEVENTH AVENUE
NEW YORK 19, N.Y.
TELEPHONE CIRCLE 5-5250

March 30, 1951

OFFICE OF
WALTER READE

Mr. Bernard Kranze, Vice-President
In Charge of Distribution
Eagle Lion Classics, Inc.
165 West 46 Street
New York, New York

Dear Bernie:

Now that a contract has been concluded for the showing of "OLIVER TWIST" at our Park Avenue Theatre, may I say again how happy and delighted we are that our theatre has been selected for the New York premiere of this great and important motion picture. We are certain that it will achieve a tremendous success and enjoy a long run. Bernie, this is motion picture entertainment at its best, and we are proud to present a production of its stature.

Good luck and warmest personal regards.

Sincerely,

WALTER READE THEATRES, INC.

Walter
Walter Reade, Jr., President

WRJr:rh

**"Oliver Twist" is
now being booked
by the nation's
leading circuits!**

wire—write—phone
your **EAGLE LION**
Exchange

Richard Walsh Feted By Industry Leaders

NEW YORK—At a testimonial dinner last week, 70 leaders of the entertainment industry, guests of the general sales managers' committee, paid tribute to Dick Walsh, international president, IATSE, for his labor leadership and for his untiring efforts on behalf of the Will Rogers Memorial Hospital.

Robert O'Donnell, president, Will Rogers Memorial Hospital, Saranac Lake, N. Y., was toastmaster, and Abe Montague, chairman, general sales managers' committee, and vice-president, Columbia, was in charge of arrangements.

As a tribute to Walsh and in recognition of the 25 years of humanitarian work performed for the less fortunate members of the industry by the Will Rogers Memorial Hospital, a sum of \$50,000 was donated to the institution as New York's first portion of its share in the annual \$1,000,000 drive.

A telegram from Sam Switow, area chairman, Indianapolis territory, was read, in which exhibitors and distributors of that area pledged \$50,000 for this year's campaign.

Tributes in the form of emphasizing Walsh's very deep feeling and understanding of labor and management problems were uttered.

A highlight was the talk delivered by Montague.

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

PARAMOUNT

"The Last Outpost"—Fair Civil War melodrama.

MGM

"The Great Caruso"—High rating.

Edwards In Deal With Rank

NEW YORK—Sol Edwards has acquired American release rights to 27 British films, and, in association with George Garfield, will handle releasing as the International Releasing Organization, acting for International Film Corporation, it was learned last week. The schedule, resulting from the ending of a J. Arthur Rank agreement with Pentagon, will be slanted toward both art house and general distribution, and other foreign product will also be released through the company.

Slated for early release are: "My Heart Goes Crazy", "Maniacs On Wheels", "Massacre Hill", "The Sin Of Esther Waters", and "Hangman's Holiday."

Giudice Says Tastes Improve

NEW YORK—"The taste of the American movie public is improving, and unless the industry realizes this, it is doomed," stated British producer Filippo Del Giudice in an address at Columbia University last week. "Today people want to be convinced and persuaded as well as entertained," Giudice said, "and this can be done by presenting reality and the classics."

THE TIP-OFF ON BUSINESS

(The Tip-Off on business is a record of how pictures are doing in their playdates in various parts of the country. The ratings given the pictures (see key) are a cross section of reports received from the field, and present an analysis of various types of runs. It does not necessarily follow that the rating given constitutes the business in each individual engagement, but an honest attempt is made to present a general average. By studying the ratings, which are changed if necessary in accordance with newer information, exhibitors will be able to determine how to guide themselves in their buying and booking.—Ed.)

KEY TO "THE LITTLE MEN" RATINGS: (April 18, 1951)

Swell, topnotch, record-breaking or close to it in all types of houses.



Just fair, nothing out of the ordinary, returns about average.



Good, although not breaking the walls down, but solid returns.



Disappointing, way below the average expected, decidedly off.



The Week's Newcomers

FATHER'S LITTLE DIVIDEND
(81m.) (MGM)



I CAN GET IT FOR YOU WHOLE-
SALE (91m.) (20th-Fox)



LUCKY NICK CAIN (87m.)
(20th-Fox)



ONLY THE VALIANT (105m.)
(WB)



SOLDIERS THREE (90m.)
(MGM)



THE SWORD OF MONTE
CRISTO (80m.) (20th-Fox)



THE THING (86m.)
(RKO)



Continuing

ABBOTT AND COSTELLO MEET
THE INVISIBLE MAN (82m.)
(U-I)



AL JENNINGS OF OKLAHOMA
(79m.) (Columbia)



BEDTIME FOR BONZO (83m.)
(U-I)



BIRD OF PARADISE (100m.)
(20th-Fox)



BORN YESTERDAY (103m.)
(Columbia)



CRY DANGER (79m.)
(RKO)



FOURTEEN HOURS (92m.)
(20th-Fox)



I'D CLIMB THE HIGHEST
MOUNTAIN (81m.) (20th-Fox)



INSIDE STRAIGHT (87m.)
(MGM)



LIGHTNING STRIKES TWICE
(91m.) (WB)



LULLABY OF BROADWAY (92m.)
(WB)



MA AND PA KETTLE BACK ON
THE FARM (81m.) (U-I)



OPERATION DISASTER (100m.)
(U-I)



PAYMENT ON DEMAND (90m.)
(RKO)



QUEBEC (85m.)
(Paramount)



RATON PASS (84m.)
(WB)



RAWHIDE (86m.)
(20th-Fox)



ROYAL WEDDING (92m.)
(MGM)



THE GROOM WORE SPURS
(81m.) (U-I)



THE LEMON DROP KID (91m.)
(Paramount)



THE MAGNIFICENT YANKEE
(88m.) (MGM)



THE MATING SEASON (101m.)
(Paramount)



THE REDHEAD AND THE
COWBOY (82m.) (Paramount)



THE SECOND WOMAN (90m.)
(UA)



TRY AND CATCH ME (90m.)
(UA)



THREE GUYS NAMED MIKE
(90m.) (MGM)



UNDER THE GUN (83m.)
(U-I)



UP FRONT (90m.)
(U-I)



VALENTINO (105m.)
(Columbia)



YOU'RE IN THE NAVY NOW
(93m.) (20th-Fox)



Technicolor Congratulates

ACADEMY AWARD WINNERS, 1950

For Supreme Achievement

- **Cinematography—Color**

"KING SOLOMON'S MINES," *Metro-Goldwyn-Mayer, Robert Surtees. (Color by Technicolor).*

- **Art Direction—Color**

"SAMSON AND DELILAH," *A Cecil B. DeMille-Paramount Production. Hans Drier and Walter Tyler. Set Decoration: Sam Comer and Ray Moyer. (Color by Technicolor).*

- **Scoring of a Musical**

"ANNIE GET YOUR GUN," *Metro-Goldwyn-Mayer. Adolph Deutsch and Roger Edens. (Color by Technicolor).*

- **Costume Design—Color**

"SAMSON AND DELILAH," *A Cecil B. DeMille-Paramount Production. Edith Head, Dorothy Jeakins, Elois Jenssen, Gile Steele, and Gwen Wake-ling. (Color by Technicolor).*

- **Cartoon**

"GERALD McBOING-BOING," *United Productions of America-Columbia. Stephen Bosustow, Executive Producer. (Color by Technicolor).*

- **Film Editing**

"KING SOLOMON'S MINES," *Metro-Goldwyn-Mayer. Ralph E. Winters and Conrad A. Nervig. (Color by Technicolor).*

- **Special Effects**

"DESTINATION MOON," *George Pal Productions-ELC-Lee Zevitz. (Color by Technicolor).*

- **One-Reel**

"GRANDAD OF RACES," *Warner Brothers. Gordon Hollingshead, Producer. (Color by Technicolor).*

- **Two-Reel**

"IN BEAVER VALLEY," *Walt Disney Productions-RKO-Radio. Walt Disney, Producer. (Color by Technicolor).*

TECHNICOLOR

IS THE TRADE MARK OF

TECHNICOLOR MOTION PICTURE CORPORATION

HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER

MISCELLANEOUS

NEWSREELS

IN ALL FIVE:

England: The Grand National Steeplechase.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 34, No. 30) Indo-China: French forces on offensive. Washington: President Truman meets labor leaders. Washington: Cherry blossom time. Augusta, Ga.: Ben Hogan wins Masters Golf.

NEWS OF THE DAY (Vol. XXII, No. 264) Korea: UN forces cross 38th Parallel. Indo-China: French forces on offensive. Canada: Ice jam wreaks havoc. Augusta, Ga.: Ben Hogan wins Masters Golf.

PARAMOUNT NEWS (No. 67) Canada: Ice jam wreaks havoc. Tucson, Ariz.: Art Festival. Canada: French president visits. England: King George honors his guardsmen in London. Augusta, Ga.: Ben Hogan wins Masters Golf.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 446) Korea: UN forces cross 38th Parallel. Indo-China: French forces on offensive. Canada: Ice jam wreaks havoc. Italy: School for firemen.

WARNER PATHE NEWS (Vol. 22, No. 69) Near Andrews Field, Md. and near Charleston, W. Va.: Air crashes take toll of 45. England: King George honors his guardsmen in London. Hawaii: "Orchid pool." Augusta, Ga.: Ben Hogan wins Masters Golf.

TELENEWS DIGEST (Vol. V, No. 15-A) Indo-China: French forces on offensive. Israel: Border flare-up with Syria. Washington: Western Hemisphere Alliance. Germany: Growth of Titoism. Yugoslavia: Tito builds up his navy. Florida: Airboat race.

IN ALL FIVE:

Paris: General Eisenhower puts North Atlantic Pact in work. New York: Stars take part in circus benefit.

IN ADDITION TO THE ABOVE:

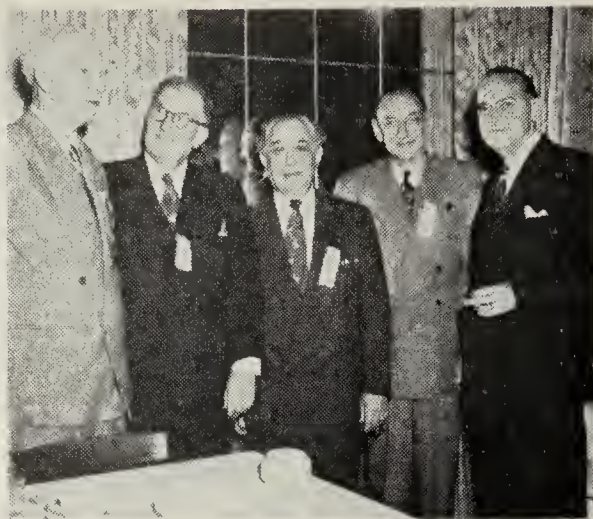
MOVIETONE NEWS (Vol. 34, No. 29) The Netherlands: Dutch royalty reviews troops. New York: Death sentence for atom spies. Washington: Medals of Honor for Korea heroes. New York: French president on tour. New York: Youth United hails Gene Tierney as "Brooklyn's own." Puerto Rico: Combat training (except Washington, D. C.). Washington: Cornerstone of New York Avenue Presbyterian Church laid by President Truman (Washington, D. C., only).

NEWS OF THE DAY (Vol. XXII, No. 263) The Netherlands: Dutch royalty reviews troops. New York: Death sentence for atom spies. Washington: Medals of Honor for Korea heroes. England: Spring skiing in London. New York: Harlem Globetrotters defeat College All-Americans.

PARAMOUNT NEWS (No. 66) Puerto Rico: Combat training. Washington: Cornerstone of New York Avenue Presbyterian Church laid by President Truman. New York: French president on tour. USA: Nation's oldest triplets mark 83rd birthday.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 445) New York: Death sentence for atom spies. New York: French president on tour. Washington: Medals of Honor for Korea heroes. Puerto Rico: Combat training. Key West, Fla.: Fishermen turn turtle.

WARNER PATHE NEWS (Vol. 22, No. 68)



Seen at the recent annual convention of the Theatre Owners of Oklahoma, Inc., at the Biltmore Hotel, Oklahoma City, are, left to right, Jack Jackson, National Screen Service; Ray Colvin, Theatre Equipment Dealers Association, St. Louis; Morris Lowenstein, president, TOO; Leon Bamberger, RKO sales promotion manager, and Robert Coyne, a special counsel for COMPO.

New York: Death sentence for atom spies. New York: French president on tour. Puerto Rico: Combat training. Oklahoma: The man with the tick-tock in his head. Korea: Prisoners of war released by Reds, Communist prisoners given medical care by UN forces, army engineers build bridges across Han River, coastal vessels carry arms to front lines, spring rains bog down UN armies; civilians return to Seoul, disease brought under control by mass inoculations.

TELENEWS DIGEST (Vol. V, No. 14-B) New York: Death sentence for atom spies. Paris, France: General Eisenhower puts North Atlantic Pact in work. France: American Legion's "Tide of Toys" arrives. France: Humphrey Bogart and "Baby" on Paris vacation. Germany: Polar bear triplets. Korea: Prisoners of war released by Reds, Communist prisoners given medical care by UN forces, army engineers build bridges across Han River, coastal vessels carry arms to front lines, spring rains bog down UN armies, civilians return to Seoul, disease brought under control by mass inoculations.

NATIONAL LEGION OF DECENCY

April 12, 1951

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Apache Drums" (U-I); "Badman's Gold" (ELC); "Heart Of The Rockies" (Rep.); "Kon-Tiki" (RKO); "Man From Sonora" (Mono.); "Texans Never Cry" (Col.); "When I Grow Up" (ELC); UNOBJECTIONABLE FOR ADULTS: "Dear Brat" (Para.); "The First Legion" (UA); "Happiest Days Of Your Life" (English-made) (London); "The Home Town Story" (MGM); "The Hollywood Story" (U-I); "Queen For A Day" (UA); "Rhythm Inn" (Mono.); "The Sin Of Esther Waters" (English-made) (Bell); OBJECTIONABLE IN PART: "Follow The Sun" (20th-Fox); "Gypsy Fury" (Made in Sweden) (Mono.); "He Ran All The Way" (UA); "The Prowler" (UA); "Sierra Passage" (Mono.).

NATIONAL BOARD OF REVIEW

April 7, 1951

STARRED SELECTED FEATURE: "Tales Of Hoffmann" (English-made) (Lopert); SELECTED FEATURES: "I Can Get It For You Wholesale" (20th-Fox); "The Prince Who Was A Thief" (U-I); "When I Grow Up" (ELC).

Plans Progressing For KC Drive-In Meet

KANSAS CITY—Plans were going forward this week for the national drive-in theatre owners' equipment show and convention at the Phillips Hotel from May 15-17, being held in connection with the fourth annual spring convention of the Allied Independent Theatre Owners of Kansas and Missouri.

O. F. Sullivan, chairman, stated that the convention will be a comprehensive clinic on modernization, maintenance, operation, film buying, and showmanship.

George Petersen, Cleveland, will present a comprehensive discussion on modernization and maintenance of indoor and outdoor theatres. Attention will be directed to the proper training of personnel. Confection merchandising will be thoroughly aired. Film buying, booking, clearances, and availabilities will be given top consideration.

George Dembow, National Screen Service, has been invited to attend the convention, and Kroger Babb, president, Hallmark Productions, Inc., will conduct a complete illustrated seminar on all phases of exploitation and public relations.

Nathan D. Golden, director, motion picture-photographic products division, Department of Commerce, will also address the convention.

The final banquet will have the famous "Hallmark Show."

In view of the fact that the National Allied board will meet on May 14 and 15 for the annual spring meeting, National Allied President Trueman T. Rembusch and the chairman of the board Abram F. Myers, will address the convention.

Industry "Not Essential"

WASHINGTON—The motion picture industry and printing and publishing, newspapers included, were left out of a revised list of "essential activities" to serve as a guide for deferment of military service issued last week.

Later, it was learned that a Motion Picture Association of America's decision to appeal the action to drop the film industry from the list of essential activities was not to save industry's manpower but to head off possible use of the action as a precedent for the industry getting priorities some time in the future.

Colosseum Seeks Agreement

MINNEAPOLIS—The Colosseum of Motion Picture Salesmen spokesmen met with distributor representatives and a federal mediator last week in a second attempt to negotiate an agreement on a new contract. The union is asking for a 10 per cent increase now and another 15 per cent boost, pending Wage Stabilization Board approval.

TV Reports Denied

NEW YORK—Reports that 20th-Fox plans to enter distribution of films for television, and is negotiating for the TV rights to several British features, were denied last week by 20th-Fox President Spyros P. Skouras.

"Wilby Day" Postponed

SELBY, ALA.—Bob Wilby Day, set to celebrate 40 years in the business of Robert Wilby, veteran circuit operator, was postponed last fortnight because of his illness.

PEOPLE

NEW YORK—Richard Carnegie was last week appointed branch manager, Eagle Lion Classics' Los Angeles exchange. Further changes in the Los Angeles branch include the promotion of Stanley Lefcourt to the position of sales manager under Carnegie, transferring of Jack Katz, ELC salesman in San Francisco to Los Angeles, and the addition of William Wasserman, salesman.

NEW YORK—Morey Goldstein, general sales manager, Monogram and Allied Artists, announced last week that Nat Furst, district sales manager, New York City, has been placed in charge of national sales for "The Little Rascals" short subjects, being released by Monogram. Furst will continue with his former duties in addition to handling his new post.

NEW YORK—David E. Diener was last week named copy chief for the Monroe Greenthal Company, replacing Roger H. Lewis, who was recently named a vice-president and who will coordinate and supervise the creative work of the agency in both the motion picture and general advertising departments under Monroe Greenthal, president.

NEW YORK—Jay Bonafield, executive vice-president, RKO Pathe, Inc., announced with regret last week the resignation of Phil Reisman, Jr., as head of Pathe's editorial department. Reisman is leaving Pathe to enter another field of entertainment.

WASHINGTON—Nathan D. Golden, director, motion picture-photographic products division, National Production Authority, last week announced the appointment of Lincoln V. Burrows as consultant to his division on sensitized film, motion picture, and photographic products.

NEW YORK—Joseph D. Karp, Warners' home office legal department, was last week elected secretary of Copyright Commission of the Federal Bar Association of the cities of New York, Connecticut, and New Jersey.

NEW YORK—Mont Shaff, who recently completed a producer contract with Columbia, joined Feuer and Martin as a general administrative executive last week.

NEW YORK—Paramount last week announced the signing of a new agreement with Samuel J. Briskin to continue at the studio for a period of five years as a producer.

NEW YORK—Lige Brien, exploitation manager, Eagle Lion Classics, last week announced his resignation from the company.

Paramount Sets April 26 Meet

NEW YORK—Paramount will hold its annual national sales meeting on April 26, 27, and 28 at the Warwick Hotel, it was announced last week by A. W. Schwalberg, president, Paramount Film Distributing Corporation.

Scheduled to attend are home office and studio executives, division managers, branch managers, and the company's special field representatives.



Morey Goldstein, general sales manager, Monogram-Allied Artists; Mel Koneciff, EXHIBITOR associate editor, and John C. Flinn, new Monogram-AA advertising and publicity director, are seen at a recent informal press conference, where Flinn was introduced prior to the companies' eastern sales meet at the Warwick Hotel, N. Y.

Russians Grab More Films

NEW YORK—Three more American motion pictures which the Russians claim to have grabbed in Germany as war trophies are currently playing in Soviet theatres, the Motion Picture Export Association was informed last week by State Department sources. The films are "The Story Of Louis Pasteur," "Romeo And Juliet," and "The Man In The Iron Mask." A fourth film, "The Three Musketeers," is also making the rounds in Moscow even though rights to the picture, leased by 20th Century-Fox to Russia in 1941, expired in 1946.

Information previously received from the State Department disclosed that the Russians, without authorization from MPEA or the companies concerned, had put into circulation four other American films: "Mr. Smith Goes To Washington", "Mr. Deeds Goes To Town", "The Crowd Roars", and "Viva Villa."

Paramount Tradeshows Return

NEW YORK—A. W. Schwalberg, president, Paramount Film Distributing Cor-

"Movies Here To Stay", Myers In Des Moines

DES MOINES—Abram F. Myers, chairman of the board and general counsel for National Allied, last week told the Des Moines Ad Club that he was "convinced that the movies are here to stay." He declared that the "crepe hangers" who are saying the movies are all washed up are either promoting rival forms of entertainment or else are unthinking people who are carried away by a current fad.

"The time has come for the industry to strike back at its detractors, expose their sham pretenses, and whittle them down to their proper size," he stated.

He reviewed the recent FCC opinion on TV and films, and said that if anything like that came to pass, the effect on all business would be very bad. He declared that it is to the interest of the community to boost the movies, and to combat the insidious propaganda that the movies are now over the hill.

Myers reviewed the problems of capable movie reviewing, and stated that the entertainment values of films should be pointed up.

He wound up by saying:

"Evidence is accumulating that the American people, accustomed to the artistic and technical triumphs of the movies, the exhilaration of movie-going, and the perfect projection and comforts of the theatre, are not willing to spend all their time at home with their eyes fastened on a screen measured in inches instead of feet. Mom will soon begin to demand an occasional night out, to see, and be seen. The young folks will grow tired of sharing television with the old folks. And Main Street will continue to resemble Broadway, and not the dark, deserted thoroughfares of a ghost town."

poration, announced last fortnight that Paramount will reinstate trade showings on a 100 per cent basis.

It's a better
theatre with...

Voice of the Theatre
REG. TRADE MARK

Loudspeaker Systems

ALTEC
LANSING CORPORATION

161 Sixth Avenue
New York 13, N.Y.

9356 Santa Monica Blvd.
Beverly Hills, Calif.

A LIMITED NUMBER ARE STILL AVAILABLE FROM THEATRE SUPPLY DEALERS

Mayer Raps Some "Intellectuals"

NEW YORK—Intellectuals who demand "adult" movies, and then fail to support them when they are produced were criticized last week by Arthur L. Mayer, executive vice-president, Council of Motion Picture Organizations, in an address before the National Board of Review.

"In the face of incredible difficulties," Mayer said, "Hollywood produced last year pictures that appealed to every group in the community, regardless of age, occupation, or locality. As a whole, these pictures represented a far higher standard of average merit than that supplied by popular fiction, magazines, or by radio, and fully as high as that of current books or drama. The intelligensia to the contrary, they have a more consistent standard of merit than foreign films. I would not demean them by comparing them to the puerilities of television!"

"Unfortunately, however, it must be admitted that some of the best of these pictures did poorly at the boxoffice, far poorer than those of inferior merit. If the intellectuals really want the adult pictures they talk so much about, they should stop talking, and go to see these pictures more frequently. I am sick of the good people who pay lip service to the movies but don't pay admission. If and when they are prepared to support the type of films they are always asking for, I can assure them that Hollywood will supply them."

Henderson M. Richey, director of exhibitor and public relations, Loew's, Inc., said that the theatre owner "who lives close to his people" did not experience the drop-off in business suffered by the theatre that was operated on a basis of impersonal management. Exhibitors must keep their ears to the ground to interpret the likes of their particular communities, said Richey, adding that most well-managed circuits are constantly experimenting with such problems as double bills, opening hours, whether to install concessions such as popcorn and candy, etc. "Out of their experience comes the guidance of the local policy," he said.

In the Little Theatre at the 20th-Fox home office, a demonstration of the three-dimension process developed by Floyd A. Ramsdell, general manager, Worcester Film Corporation, Worcester, Mass., was given. One of two methods can be employed to achieve an illusion of depth in the process. One calls for the use of two synchronized cameras, one to photograph the left-eye picture and another to get the right-eye picture, and two synchronized projectors. The other requires the use of a single camera with a beam splitter and an ordinary projector equipped with a special lens. The screen must be of the flat silver type. The audience has to use polaroid viewers shaped like glasses.

Others heard were George R. Canty, MPAA representative in Italy, whose address was read by Theodore Smith; Bernard B. Kreisler, MPAA; De Witt Bodeen, Hollywood writer; actress Judith Evelyn, George Freedley, Elizabeth Patterson, and Thelma Ritter.

Paul Manning's Once-A-Month STUDIO SURVEY Section Brings New Slant On What Is Going On In Hollywood.



Fred Quimby, center, head, MGM short subjects department and cartoon producer, and Mrs. Quimby are seen recently in New York boarding a plane for Paris, where Quimby attended the first International United Nations Film Conference. Seeing him off is Max Weinberg, MGM.

Survey Shows TV Impact

NEW YORK—Results of a survey recently conducted by Batten, Durstine and Osborn on the impact of television on the leisure time activities of the American people, released last fortnight, showed that the average viewer spends three hours and a half in front of the TV set daily. Eighteen per cent of persons in non-TV homes attend movies while only 12 per cent of TV homes do.

Arizona Levies Concessions Tax

PHOENIX, ARIZ.—State Tax Commission last week imposed a one per cent levy on all prepared foods and drinks sold in theatres and a two per cent tax on concessions such as candy, nuts, and popcorn.

Gov't Procedure Called Harassing By Courts

NASHVILLE, TENN.—U. S. Circuit Court Judge Elmer D. Davies declared last fortnight in dismissing several complaints against Crescent Amusement Company and its affiliates of failing to comply with the government's anti-trust decree of 1939, that "this seems to be a procedure to harass the defendant."

The complaints dismissed complained that the defendants "are discouraging competition by obtaining court permission to construct new theatres which they failed to construct." Judge Davies pointed out that the decree does not specify the time to be allowed for building any theatre authorized by the court. He further stated that in all instances where Crescent had been in actual violation of the decree correction has been made by the defendant.

Motions filed by the defendants to dismiss all criminal and civil contempt cases against Crescent, Rockwood Amusements, Muscle Shoals Theatres, Cherokee Amusements, Louis Rosenbaum, Kermit C. Stengel, and R. E. Baulch were set for hearing on June 1. Charges that Crescent, Rockwood, and Cherokee have failed to divest themselves of financial interests in other companies and that Stengel has continued to hold certain official titles and theatre stock were also dismissed.

New England Exhib Files Anti-Trust Suit

NEW YORK—Philip Loew, Plymouth, Worcester, Mass., and Consolidated Theatres, Inc., owner, last fortnight filed a suit in New York federal court charging 14 defendants with conspiracy to fix minimum admissions, and asking treble damages totalling \$14,000,000. Defendants are Warner Brothers Circuit Management, Warner Brothers Pictures, U-I, UA, United Paramount Theatres, 20th-Fox, RKO, RKO Corporation, Paramount Pictures, Inc., Paramount Pictures Corporation, New England Theatres, Motion Picture Theatres, Loew's, and Columbia.

It is alleged that all the defendants conspired to maintain a nation-wide system of fixed minimum film theatre admission prices which prevented the Plymouth from competing for first-run films against Warners, Paramount, and Loew's circuits in Worcester, Mass. The suit seeks to enjoin the defendants from "contracting, conspiring, or combining among themselves" to restrain competition or trade in that city. Consolidated is asking \$10,295,532 and interest while Loew is demanding \$4,029,000 balm.

FP Canadian Profit Up

MONTREAL—Famous Players Canadian Corporation last fortnight reported consolidated net earnings of \$3,529,514, or \$2.03 a share, for 1950, as compared with \$3,071,910, or \$1.77 a share, in 1949. Operating profits, after providing \$1,047,575 for depreciation, amounted to \$4,876,359, investment income to \$680,194, and income taxes to \$2,027,039.

J. H. Fitzgibbons, president, pointed out that receipts showed some increase over 1949, and, for the first time, the company had the benefit for a full year of the new theatres completed during 1949. The balance of the outstanding shares of Paramount Windsor Theatres, Ltd., operating six houses in Windsor, Ontario, was acquired, as well as sufficient additional shares of Skyway Drive-In Theatres, Ltd., to bring Famous Players' total interest to over 90 per cent.

Anti-Trust Statute Opposed

WASHINGTON—The Motion Picture Association of America last fortnight filed a statement of opposition with a House judiciary sub-committee holding hearings on a bill to set up a uniform six-year statute of limitations on anti-trust suits.

At the hearings were Spyros P. Skouras, 20th-Fox; Joyce O'Hara, Cecil Dickson, and Jack Bryson, MPAA; John Caskey and Otto Koegel, 20th-Fox; Adolph Schimel, U-I; Louis Philips, Paramount; Sidney Schreiber, MPAA, and Compton Timberlake, RKO.

"Gang" Reissues On TV

NEW YORK—Moe Kerman, Regal Television Pictures, last week announced that a series of 52 two-reel "Our Gang" comedies produced by Hal Roach, and released several years ago by MGM, will be available for use on television shortly. The series to be known on television as "Hal Roach's Rascals," is currently being re-issued by Monogram as "The Little Rascals."

Niles Offers Five Clearance Rules

DES MOINES—In his address before the convention of Allied Independent Theatre Owners of Iowa and Nebraska and Mid-Central Allied last week, Charles Niles offered the following suggestions as regards clearance:

That all pictures be made available for booking by all such theatres on the date of territorial releases; that each exchange be supplied with enough prints to assure a reasonably early payoff by each house; that the prints should be equitably apportioned as between the theatre circuits and the independent theatres, e.g., if there are eight prints of a picture in the exchange, four should be allocated to the independents and four to the circuits; pictures should be priced with an alternate lower price if not played on preferred time, and each Allied member theatre, regardless of size, should be given a certain number of "first engagements" in its area.

These would apply to non-competitive houses, he stated, theatres between which there is no substantial competition.

If theatres are in substantial competition, he declared, the clearance is justified.

Iowa-Nebraska Allied's resolution committee adopted the resolution of Niles, that prints be divided between circuits and independents, and be made available on release to non-competing houses.

It was agreed by the board to assume sponsorship of the Mid-Central Allied group of St. Louis, although the group will retain its organization. It was further agreed to establish 27 districts with directors to serve in each district and four in the Mid-Central area. A regional meeting at Des Moines was set for June 5, and the annual Iowa-Lakes meet was scheduled for July 2 at Arnolds Park.

The group also adopted resolutions favoring arbitration between distributors and exhibitors and among exhibitors, and support was voted to all COMPO activities.

Pointing to large sums spent on advertising by television companies, Arthur L. Mayer, executive vice-president, COMPO, declared that lethargy pervades the film industry, and that "we are rank pikers when it comes to selling ourselves."

As an example of "the spirit of youth," which he said animates the television industry, he cited advertising appropriations of \$7,500,000 by Emerson Radio and \$2,250,000 for the next three months by Philco.

NLRB Files Ruling On Theatre's Position

WASHINGTON—The National Labor Relations Board's general counsel last fortnight ruled that a theatre grossing \$90,000 annually and spending \$30,000 for film rental is not subject to the Taft-Hartley Labor-Management Act. Such an operator, it was explained, does not furnish materials to businesses over which the board will assert jurisdiction, does not substantially affect national defense, and does not have sufficient dollar volume or inflow or outflow of goods or services to meet the Board's jurisdictional standards relating to those factors.

"In the meantime," he added, "I'm having trouble raising enough money to pay the rent and mimeographing charges."

After outlining COMPO plans to hold a boxoffice drive, a starmakers contest, an exposition, and producer-exhibitor seminars, Mayer called on exhibitors to help finance COMPO.

Trueman T. Rembusch, Allied president, blamed distributors for what he called their "penalty selling of pictures" which he characterized as the "cancer of the industry." He said that in the past nine months boxoffice receipts have dropped from 10 to 14 per cent, and, despite this, distributors' receipts have shown "substantial increases."

The present board of 27 directors were renamed, with Wayne Dutton, Charles Jones and Ben Kubby added.

Other speakers were: Abram F. Myers, W. S. Beardsley, and Ben Berger, North Central Allied director.

Roy Rogers and Dale Evans were guests.

Breakston Expands In Japan

NEW YORK—The Breakston Company, releasing organization in Japan, is expanding operations, and will establish 10 exchanges covering the entire country within the next month, George Breakston, president, announced last week.

Breakston, also head of Breakston-Stahl Productions, formed his releasing organization in Japan last year.

Alicoate Names Lewis

NEW YORK—Jack Alicoate, representative of the trade paper publishers on the executive committee of the Council of Motion Picture Organizations, announced last week that he had appointed Charles E. Lewis as his alternate.

Wage Increases Offered On Coast

HOLLYWOOD—A new offer of voluntary wage increases was made last fortnight by the major motion picture studios to the 14 Hollywood locals of the International Alliance of Theatrical Stage Employees.

In addition to the 10 cents an hour increase previously offered for all hourly rated employees, the proposal provided for an increase of \$7 a week in the minimum scheduled rates of flat salaried "on call" employees, pay for holidays not worked so that any daily worker employed 50 weeks a year will be given the equivalent of compensation for the six annual holidays recognized in the motion picture business, and those working less time will be compensated proportionately, and a cost of living allowance which would adjust wages by one cent an hour for each eight-tenths of a point change up or down of the Bureau of Labor of Statistics price index.

In the event of a decline in the cost of living, no adjustment would be made which would take away any of the 10 cents an hour or \$7 a week increases. On the other hand, if at the end of any index quarter the cost of living index is more than 10 per cent above the Jan. 15, 1951 index of 181.3, the studios may terminate the adjustment formula, establishing the then existing wage rates as the scheduled contract rates. If they do not so terminate the formula, the new adjusted rates will continue until the next quarter. Should the studios terminate the cost of living allowance formula, the unions would have the right to request immediate reopening of the contract to negotiate with respect to wage rates and working conditions.

The reopening date of the present contract to be changed from Oct. 25, 1951, to Oct. 25, 1951, or sooner if the studios terminate the cost of living formula because of a 10 per cent index increase.

Charles Trampe Mourned

MILWAUKEE—Charles W. Trampe, 62, former Chief Barker, Variety Club of Wisconsin, Tent 14, and chairman, Heart Committee, passed away last week. He was very active in film circles, being chairman of the Monogram franchise holders and owner of a local film delivery service as well as operating several theatres. He was a member of the Elks, Milwaukee Athletic Club, and the Tuck-away Country Club.

Coast Action Filed

LOS ANGELES—An anti-trust suit seeking \$768,600 in damages was filed against the major distributors last fortnight by Ted Jones and Baynes McSwain, coowners, Bards, 1,450-seat neighborhood house. The suit charges that the Los Angeles clearance set up was designed to protect first-run revenues of theatres affiliated with the major distributors, and that it is discriminatory against independent theatres.



Senator Estes Kefauver addresses the recent board of directors meeting of the Theatre Owners of America in Washington, D. C., and seen on the dais are, from left, Gael Sullivan, TOA executive director; J. Solomon, Kefauver, Mitchell Wolfson, board chairman; S. Pinanski, TOA president and Kermit Stengel.

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Coy Clarifies TV Film Report

NEW YORK—In the course of an informal conference on the Federal Communications Commission report of March 29 on the relationship of motion picture companies to television, between Wayne Coy, chairman, Federal Communications Commission, and Gael Sullivan, executive director, Theatre Owners of America; Nathan L. Halpern, television consultant to Fabian Theatres and Theatre Owners of America, and Marcus Cohn, TOA television counsel, Coy stated that:

The FCC report was not intended to, and did not in any way, have any connection whatsoever with theatre television and the hearings to be held on the allocation of a portion of the radio spectrum for theatre television; the practices of motion picture companies referred to in Paragraph 20 of the report was not intended to, and did not in fact, have any references to practices of exhibitors, and, as the Commission has stated on several occasions, it will judge on a case-to-case basis the qualifications of applicants for television stations who have been involved in the violation of anti-trust laws or practices which tend toward the violation of such laws.

Chairman Coy further expressed the hope that motion picture producers would produce more films specially made for television while continuing to produce feature films designed solely for theatrical exhibition, and he recognized that the television broadcast needs for films to fit advertising time segments call for special film product rather than the film features designed specifically for theatres.

Sullivan pointed out that these separate and distinct film requirements between television broadcasting and theatrical exhibition, which chairman Coy recognized, have prompted TOA on frequent occasions to urge those film producers interested in television to make such films for television while the production of fine feature films be maintained for theatrical exhibition purposes.

Youngstein Captains UA Drive

NEW YORK—Max E. Youngstein, United Artists vice-president and national director of advertising, publicity, and exploitation has accepted the assignment to "captain" the "Grad Sears Drive" currently in progress, it was announced by William J. Heineman, vice-president in charge of distribution, last week.

Youngstein will be in constant correspondence with all branches to coordinate the entire drive.



Edith Head is seen on the coast recently holding Academy Award Oscars for fashion designing won by her on two different pictures, Paramount's "Samson and Delilah," color award, and 20th-Fox's "All About Eve," black and white. With her is actress Jan Sterling, who presented the awards.

Konecoff

(Continued from page 8)

also means on a public level. New services and informational bulletins will also get under way shortly.

Morey Goldstein, general sales manager, emphasized that the company was not selling away from conventional customers to drive-ins. This situation prevails only where company product has been locked out of regular first-run situations, and, in these cases, the bookings have proved profitable for all concerned. Added attention to drive-ins would pay off even more, he says.

It's nice to see the company in such good shape, and that enthusiasm is running so high.

TRAVEL DEPT.: Norton Ritchey, president, Monogram International, returned from a six-week swing through South America, which included attending the Uruguay Film Festival, and reported that the future looks bright for the industry and for Monogram in particular. The only exception is Argentina, where the distribution and exhibition of American films is practically at a standstill.

The business situation in Brazil is particularly bright with Monogram receipts up by 22 per cent, and new theatres are being opened at a rapid rate. Other bright spots are Uruguay, Jamaica, Haiti, Puerto Rico, and Trinidad. Ritchey revealed that his company is participating in a newly organized releasing organization in Germany, Europa Films.

Touching on the film festival in Uruguay, he reported that the affair was quite impressive from all angles. He did, however, state that the industry as a whole is getting a little fed up with festivals generally, with the ensuing jealousies, etc.,

Loew's Profit Shows Slight Decrease

NEW YORK—Loew's last week reported net income for the 28 weeks ended on March 15, 1951, after depreciation, taxes, and other charges, subject to year-end audit and adjustments, of \$4,225,865 compared with \$4,986,963 a year earlier, equivalent to 82 cents per share, compared with 97 cents per share last year.

Gross sales and operating revenues for the 28 weeks were \$93,950,000, compared with \$95,618,000. For the 16 weeks ended on March 15, 1951, net income after depreciation, taxes, and other charges was \$2,230,911, the equivalent of 43 cents per share, compared with \$3,334,314 or 65 cents per share in the corresponding period last year.

and it might be just as well if some time elapsed before others were held. Ritchey hopes to rest at his desk for a while, having covered 70,000 miles in the last 12 months.

NOTES AT RANDOM: A U-I press agent sent over a blue card marked boldly "Top Secret," and, at the bottom, instructed the recipient to dip the card in water to see the complete message, guaranteed as a "sure cure for the blues." We didn't do it. Instead, we will continue to exist in our own little blue world, and we're not even curious as to the hidden message.

THE METROPOLITAN SCENE: Bela Lugosi has been signed to play the title role in the play "Dracula" in England, and while there will also appear in a film. Gordon Films handled the negotiations on the New York end. . . . Phil Williams, "The March of Time" theatrical sales manager, was off on visitations in the south and southwest. . . . The May issue of McCall's devotes four pages of pictures and wordage to 20th Century-Fox's "Take Care Of My Little Girl." . . . The new Holiday, formerly the Gotham, will reopen with Arch Oboler's "Five." . . . A pre-Pan American Week celebration was held at the Rivoli to herald the arrival of "The Brave Bulls." . . . A special post-opening pressbook on "Of Men And Music" is in the mail as are okeh entries on "Half Angel" and "You're In The Navy Now." . . . Conrad Nagel and Gloria Swanson will guest on "The March of Time" television show of April 20, and Nagel will say that television is a challenge that will be good for the movies, and will ultimately result in better pictures. The pair will describe the advances in movie making.

Trans-Lux Profit Declines

NEW YORK—In its reports to stockholders last week, Trans-Lux Corporation showed a net profit for 1950 of \$50,857.80 after allowing \$17,639.17 for federal, state, and Canadian taxes and a reserve for depreciation and amortization of \$74,939.28. This compares with a 1949 net profit of \$198,185.52 after deducting \$49,080.02 for taxes and a reserve of \$73,100.40 for depreciation and amortization.

The annual meeting of stockholders will be held on April 26, at which time the new board will be named. Three proposals will also be voted on.

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The Editor Speaks

IT'S HIGH TIME that the top brass of Hollywood and the topper brass in their New York towers started a school in which actors and actresses of all ages and



PAUL MANNING

mentalities were taught the study of what to say, and what not to say, to the press of the nation. The recent shocking example of an actress winning an Oscar and on the same day blasting away at Hollywood in a widely circulated periodical proves the crying need for this specialized form of learning. It is not for this writer to say that there are many press correspondents who are lying awake nights to figure ways to misconstrue statements made by Hollywood personalities. The bad press being given Hollywood at this time seems to speak, or rather shout, this fact.

PEOPLE who taste of the good things that Hollywood can provide must be brought to the realistic attitude and knowledge that when they make damaging statements to the press they are hurting the entire theatrical profession. If these people are so naive that they can be taken in by sly correspondents, the publicity heads of the studios must be sure that these people are given extra curricular studies.

GIVE ME 10 minutes with a player, and I can guarantee you that he or she would think twice before giving out vitriolic statements to the press.

WAKE UP HOLLYWOOD. Send these people back to school, and teach them their lessons well. Time is pouring away too quickly.

Paul Manning

Studio Survey appears every fourth Wednesday as a regular EXHIBITOR special feature department. The section is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to its editorial contents should be directed to Paul Manning, 9628 Cresta Drive, Los Angeles 35, California. For other information, please address EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing offices: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York Office: 1600 Broadway, New York 19, New York. Representatives may be found in every film center.

STUDIO SURVEY

Paul Manning, editorial director

Vol. 4, No. 5

April 18, 1951

STUDIO SURVEY

Exhibitor Laurel Awards Nominations

MGM's

"GO FOR BROKE"

starring

VAN JOHNSON

and heroes of the 442nd Regimental Combat Team.

A Dore Schary Production. Written and directed by Robert Pirosh.

20th CENTURY-FOX's

"BIRD OF PARADISE"

starring

LOUIS JOURDAN, DEBRA PAGET, JEFF CHANDLER

with

EVERETT SLOANE, MAURICE SCHWARTZ, JACK ELAM

Produced by Harmon Jones. Written and directed by Delmer Daves.

Color by Technicolor.

UNITED ARTISTS

"QUEEN FOR A DAY"

Produced by Robert Stillman. Directed by Arthur Lubin.

Screenplay by Seton I. Miller.

Original stories by Faith Baldwin, John Ashworth and Dorothy Parker.

GENE AUTRY—EXHIBITOR STAR

In films, on radio and TV, and in a multitude of other activities, this western topnotcher keeps showmanship in the forefront

ONE REASON why Gene Autry may be so conscious of the exhibitor's place and problems in the theatrical sun is because he is an exhibitor himself. He is coowner of a small circuit of theatres in Texas, and takes an active interest in its management.

AS WE SAT talking in his Hollywood office, the walls are literally covered with awards and testimonials to this friendly and colorful cowboy, I wondered out loud how he managed to find time to participate in so many activities.

AT PRESENT, he is making six full-length Columbia features each year, he does a radio show over CBS 52 weeks a year, he is one of Columbia Records top artists (his recording of "Rudolph the Red-Nosed Reindeer" was listed in a recent issue of *Cosmopolitan* magazine as one of the 20 all time best record sellers), he appears with his rodeo at Madison Square Garden and the Boston Gardens each year, he makes at least one long personal appearance tour each year, he stars in 52 television pictures a year, and, in addition, he has his finger in a number of financial pies, such as radio stations, ranches, music publishing companies, and merchandise tieups.

"THAT'S EASY," Autry replied in answer to my question.

"I enjoy making pictures and records, and appearing on the radio. It's not hard to find time for the things you enjoy. As for my business interests, I seldom go into a thing all by myself. My partner or partners do all the work, and you newspapermen give me all the credit."

AUTRY might have added that he himself puts in an 18-hour day, and that he keeps and flies his own plane primarily for the purpose of being able to keep in close, personal contact with his various business associates and activities.

As one friend said: "Autry thinks no more of flying to Phoenix, Ariz., or Dallas or Chicago than I do of taking a bus to Hollywood and Vine."

BUSY as he is, however, Gene Autry is known as one of the most cooperative of all Hollywood stars. If he is in town, he is always available for interviews and pictures. He makes innumerable personal appearances not only to help promote his own pictures but those of other stars.

Hardly a week goes by without an Autry appearance at a hospital, orphanage, or industry rally, or an Autry transcription plugging savings bonds, the Heart Fund, or a charity event.

THIS WILLINGNESS to "take the stump," plus good citizenship, plus a reputation for clean, actionful, entertaining pictures have combined to keep Autry a Class A box-office attraction since he first sky-rocketed to fame 15 years ago.

IN GENERAL, exhibitors showing Autry films have benefited from the multiplicity of enterprises he has entered. His name is constantly before the public because of his radio show, his rodeos, his records and his tieups, and his personal appearance tours have helped build a large, loyal fan following. Autry believes the same will be true of his television movies.

Here is his side of the story:

"I enlisted in the armed forces in 1942. It was five years before any new Autry movies were showing on theatre screens. During that time, a whole new generation of children grew up, and I had no chance to reach them. Now a new generation of kids is coming of movie age. I can get to them ahead of time via television. I hope they will enjoy my TV films well enough so that they will want to see full-length Autry features at their local theatres. I think television can help build movie attendance, just as radio and records and personal appearances have helped build movie attendance."

It is still too early to say positively what long-time effect television will have on theatre attendance habits but Autry, at any rate, is making a determined effort to carry through his thinking on this subject. His movies, and movie-going in general, are "plugged" on his airshow, and a come-on to see a full-length Autry movie all local theatres is featured in each of his television films.

MOVIE-WISE, Autry's career is in high gear. His production company, with headquarters at Columbia Studios, has concentrated on finding and developing stories with the proper blend of action, songs, romance, and scenery.



GENE AUTRY

Exhibitors showing Autry movies never hear the kids complain: "Aw, he chased 'em down that same hill 15 minutes ago." Gene Autry Productions, under the capable direction of Armand "Mandy" Schaefer, has gone far afield to find fresh western locations: Tucson, Ariz., the Sierra Madre Mountains, and Lake Arrowhead, to name a few.

AUTRY productions also have shown a canny sense of exploitation values in tying in with popular songs. They "scooped" the industry in acquiring rights to the titles of "Mule Train" and "Riders In The Sky," and accomplished a notable production and distribution job in getting these pictures to the exhibitor while public interest in the songs was at a peak.

Coming up is "Whirlwind," another example of the same showmanship. This soon-to-be-released Gene Autry western not only uses the title and music of the hit song "Whirlwind," written by Stan Jones, who also wrote "Riders In The Sky," but also reunites the well-loved and highly successful team of Gene Autry and Smiley Burnette.

(Continued on page SS-4)



Autry's personal appearances have helped build him a large following. This scene at a department store in Louisville, Ky., is a sample of what happens from coast to coast when the star meets his fans.

"ROOTS ARE IMPORTANT"

Dean Jagger, Academy Award winner, has his own philosophy of acting and the part that he can play in the industry

EVER since I learned that Dean Jagger paid his own expenses back to Hollywood from New York to test for the role in 20th Century-Fox's picture "Twelve O'Clock High," which is decidedly uncommon in the ranks of top ranking character players, I've had a hankering to put the simple question of "Why?", to him. I got my chance the other day between a break in the shooting of "My Son, John," in which he is playing opposite Helen Hayes.

ARMED with a few interesting facts about Jagger's background, I felt that I knew the answer but wanted to get it straight from the horse's mouth. That's exactly what I got, as basic an interview as this correspondent has ever had.

"Well, Paul," said Dean, "I reckon that the reason I was so eager to do that part in 'Twelve O'Clock High' was that I knew it was right for me." When Darryl Zanuck learned that Jagger was willing to pay his own way back to the west coast to test for the role, he said, "If Jagger is so anxious to do this role, let him have it without a test!" But this was no go with Jagger. "Testing will prove whether my hunch is right. The role is too good to ruin with the wrong actor doing the part. I insist in testing for the part." So test they did, even though Zanuck knew that it was merely a waste of money. He was sure that Jagger was perfect for the role.

LATER, members of the Academy of Motion Picture Arts and Sciences added their opinion in the more solid and glittering form of an Oscar when they awarded Jagger the coveted kudo for this magnificent performance.

JAGGER was born on a small farm in Ohio, and his first chores were typical of the young American farm boy. During those

early days, the life of the farmer and his family was pretty rugged, with modern methods of conserving the soil a long, long way off. It meant unending hours of tilling, sowing, caring, worrying, and the final harvest, no dynamic processes for these people of the soil in those days. Jagger leaned to his task like a real Jagger, a proud name in those parts.

"The root was the thing," explained Jagger. "The root is the most important item of anything anyone will ever undertake to do. My folks taught that to me, and I've never forgotten it."

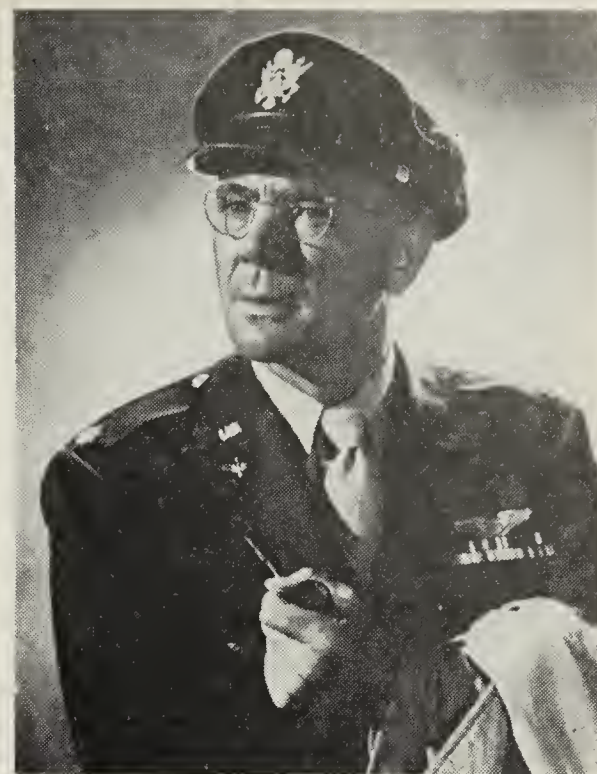
"BUT DEAN," I replied, "here in the theatre you're a long ways off from the roots and the soil. How does this rule apply to your present career?"

"Simple as ABC," he drawled, with a grinny smile. This ABC routine was a natural phrase from a man who taught a rural school comprised of eight grades at the age of 16.

He continued, "You see, Paul, acting is no different from planting a seed in the ground. The seed or germ of the idea was born in someone's mind, and, through care and hard work, developed into a blooming plant. In the case of a painting, a novel, invention of a mechanical device, or a million and one other things, this is the end of the season, the harvest has been completed. But in the matter of a play or a motion picture, this first seed is, as the famous Captain Henry, of the Showboat radio show, used to exclaim: 'It's only the beginning folks, only the beginning!'"

"And he was never more right.

"Now comes the task of assigning the right actors to their proper parts. These people are simply new soil in which to transplant the same seed of inspiration. If someone has chosen unwisely, the entire



DEAN JAGGER

crop can be ruined. And in some real producers of the theatre is the sensitive knowledge to detect the wheat from the chaff. To me it has always been important to 'feel' the part before I even allow myself to get interested in it. Once I got the feel, that this was for me, that I could reap a harvest for the show, in my small part, I went after the role like a tiger."

THIS tiger of the stage and screen stretches a cool six feet, two inches in height, and tips the scales at a muscular 198 pounds. At 16 he was already six feet tall. He was bitten with the stage bug through his love of poetry. Hitchhiking to Chicago, he studied dramatics under the tutelage of Elias Day, a top monologist. In those days, the barnstorming stock companies called for each member of the small cast to double in brass, playing sometimes as many as four different roles during the performance of a single play. Jagger learned fast and well.

AFTER a few years of this, he, as many others before him, went to New York, mecca of the theatre world. Success was no spontaneous event, and it was a grim road right from the first day he set his foot on teeming Broadway. The road finally led to such important impressarics as George M. Cohan, Henry Duffy, Marc Connelly, The Theatre Guild, George Abbott, and many others.

AFTER SEVERAL HOLLYWOOD starts he hit the jackpot with his startling characterization of Brigham Young in the 20th-Fox film of the same name. Since this stellar performance, any number of roles have been eagerly laid in his lap, but the farm boy in him told him to turn down most of them as they were "just not the seed for my soil."

TODAY, with such outstanding performances to his credit as "Twelve O'Clock High" and "Rawhide," it would seem apparent to the student of the theatre that Dean Jagger had followed his road well indeed. And to all who read this it might also be well to remain for a moment with his thought, "It's the root of things which are important, in all things!"

THANKS, DEAN JAGGER, for a great visit.—P. M.



Wanda Hendrix is tense in an important dramatic scene with Jagger in U-I's "Sierra," in Technicolor.

MEET TOM EWELL... NEW STAR



TOM EWELL

TOM EWELL'S Hollywood story was a bit different from the usual run-of-the-mill kind which go into unending tales of how tough it was for years until that first real break came along. Ewell struck pay dirt with his first screen role, his unforgettable portrayal of Judy Holliday's gun-toting husband in Metro's "Adam's Rib."

OF COURSE, speaking with a grin, Tom Ewell will say that his stage career was not quite as cushy. He waited 14 years before he got his first smash hit, in "John Loves Mary," which won for him awards in the legit field. He considers himself the best "flop-conditioned" actor in the business, a pretty good background to get one over those long, lean years when the cold and ice of a New York winter seemed warmer than the stage producer's casting office. "Brrrrr," says Tom Ewell, now enjoying warm success in Universal-International's "Up Front."

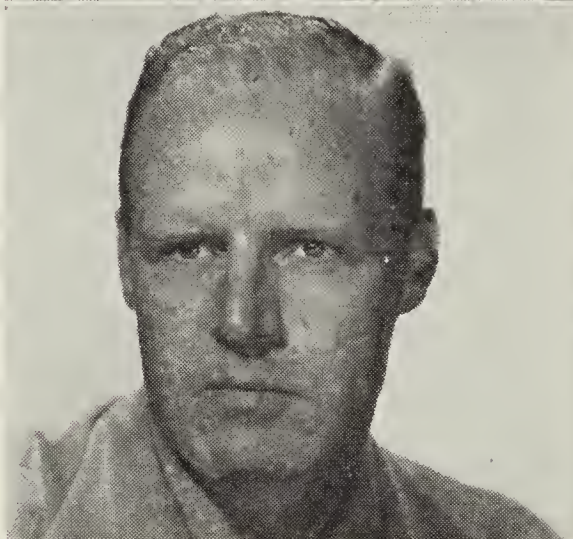
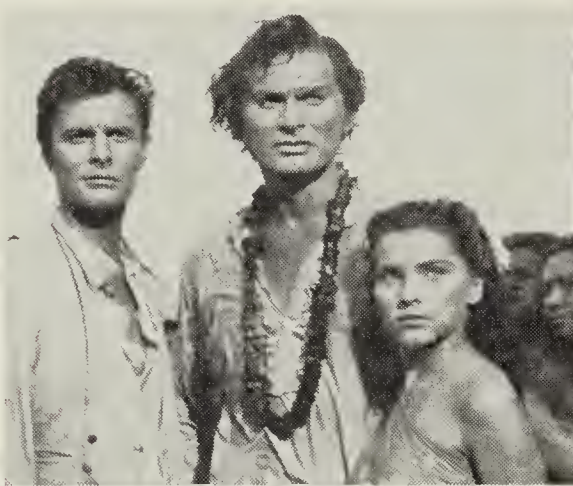
EWELL started his acting career while attending the University of Wisconsin, a law student. He said he took the law into his own hands when he trod the shaky boards for the first time, as a replacement for a sick leading man in a traveling stock company playing the college town. Even though his fraternity buddies jeered him in a roasting reception, the company manager thought well of his first effort, and persuaded Ewell to stay with the company.

CAME the dawn a few years later, and he was in New York with less than \$50 in his threadbare jeans. Actors were casually starving rather than accept lowly manual labor jobs but Ewell had the habit of eating, and, via the dishwasher's table at Bickford's restaurant and the basement at

GOOD THINGS TO COME FROM HOLLYWOOD...

"BIRD OF PARADISE"

Thanks to 20th-Fox, brilliant writer-director Delmer Daves, and associate producer Harmon Jones, this simple and enchanting tale of the South Seas is gracing the screens of the nation. Using no device but the ancient customs of these primitive natives, sometimes charming, sometimes barbaric, but always fervent, this glorious Technicolor canvas captures the adventure cubbyhole which every moviegoer must surely have secretly tucked away in his heart. Superb performances by every member of the cast, Debra Paget, Jeff Chandler, Louis Jourdan, and others, make this story one which will long be remembered. The simple and honest love theme is brought before the camera lens in a most tender fashion. When the picture, having woven its delicate tapestry of life in the fascinating Polynesian Islands, ends, it is with reluctance that one leaves the theatre. This is entertainment which truly carries one away from the mundane cares of everyday life, and, by assuming this nature, answers the exhibitor's every demand for screen entertainment for all types of audiences.—P. M.



In these scenes from 20th-Fox's "Bird Of Paradise," Louis Jourdan and Jeff Chandler, upper left, after swimming ashore from the schooner, are greeted by Debra Paget. At upper right, in violation of the island taboo against unmarried girls speaking to their suitors, Paget confesses her love for Jourdan. At bottom, left, is Harmon Jones, associate producer of the film, while at bottom, right, is Delmer Daves, who directed the colorful romantic drama of the South Seas.

Macy's, he kept body and soul together.

TODAY, with fond recollections of dirty dishes and wrapping packages only a fond memory, Ewell has a few words to say to producers who are already reaching for him after "Up Front." Says he: "I don't hanker to be known as one of those prolific versatile actors who will take any role from a six-year-old infant to a trained seal. I want to stick with my own brand of comedy. It's what I know best, and do best. If that's what the part is, it's for me. If not, then let me stick to my bad golf, good gardening, and happy home life."

A WISE MAN, Tom Ewell, new Hollywood star.—P. M.

Gene Autry

(Continued from page SS-2)

AUTRY is the first to admit that so far as acting is concerned he is no Barrymore, and, so far as singing, no Caruso.

But one thing he does possess in abundant quantity, far more than 99 out of 100 others in Hollywood, and that is showmanship. He has that subtle something which reaches out to an audience and holds its attention.

It seems to be a combination of talent, personality, poise, and plain old horse sense. At any rate, put them all together, and they spell Gene Autry, our favorite "Pinza of the Plains."—P. M.

NEWS OF THE

Territory

Georgia
Atlanta

Boyd Fry, manager, Loew's Grand, has been appointed a colonel on the staff of Governor Herman Talmadge. . . . A. J. Rosenthal, is the new owner, Silver City, Alexandria, La. Mrs. G. C. Broussard is the new owner, Star, Morse, La., from Ben Smith. . . . Kenneth Giddens, Giddens and Restor Theatre Circuit, Mobile, Ala., will soon open another drive-in. . . . The Madison, Madisonville, La., is now owned by Sidney Fuhrman, from Phil Duncan.

The Bankhead, Peachtree, Piedmont, Roosevelt, Starlight, and Stewart, are in a series of newspaper ads extolling the virtues of their drive-ins, and inviting the public to visit. They are operated by different managements.

Good motion pictures produced in this state do more than anything else to "sell" Georgia to Georgians and the world, Governor Herman Talmadge declared when he told the Motion Picture Theatre Owners and Operators of Georgia that he is "all out" for their plan to uncover stories with Georgia locale, and induce producers to film them in this state. The idea was presented to him by J. H. Thompson, Hawkinsville, Ga., president Motion Picture Theatre Owners and Operators. The Governor, who is an avid movie fan, termed the screen the "best ambassador in the world." Comptroller General Zack Cravey also expressed his willingness to cooperate with the Motion Picture Theatre Owners and Operators in helping to encourage some producer to make a motion picture in the state. The Motion Picture Theatre Owners and Operators invited Georgians with ideas for stories to submit them to the annual convention in Atlanta in May.

The entire Lucas and Jenkins Circuit, consisting of 12 key Georgia situations, was booked for a series of preferred playing time engagements of "Queen For A Day," directly following its world premiere in Waycross, Ga.

Visiting were: Mack Jackson, Strand and Jackson, Alexander City, Ala.; Earnest Ingram, Lineville, Lineville, Ala.; Mrs. Wallace Smith, Gem, Barnesville, Ga.; John Carter, Brookhaven, Brookhaven, Ga.; Gault Brown, Hollywood, Madisonville, Tenn.; R. E. Hook, Hook's Theatres, Alabama; John Moffett, Carver, Montgomery, Ala.; Hap Barnes, Drive-In, Alabama and Tennessee; John Gaither, Heflin, Ala.; the Maddox Boys, Clay's Theatres, Georgia; M. C. Moore, Riverside, Jacksonville, Fla.; John Jerrell, Commerce, Ga., and Hugh Martin, M and M Theatres, Florida.

Syra Marty, Lippert star, was in with her husband, Bill Frick. Miss Marty's first picture was "Fingerprints Don't Lie." . . . Gus Lee, shipping department, Monogram, resigned to go with Astor.

. . . The "Bob Wilby Day," set for Selma, Ala., was called off due to the illness of Wilby.

The motion picture exhibitors of Florida held two district meetings to bring members up to date on the danger of increased state taxes and to enlist support in the fight to prevent future hikes which would endanger the industry. There will be another meeting soon, said district chairman Bob Cannon, Live Oak, Fla.

The new theatre in Kershaw, S. C., has been opened by Mrs. M. L. McLane and T. K. Lee with Conway McLane as assistant manager.

Charlotte

Ralph Pries, for the past six years National Theatre Supply branch head in Philadelphia recently joined Berlo Vending Company as district manager, including this area. He had been with NTS for 11 years, in San Francisco, Los Angeles, Des Moines, and this city. He is Second Assistant Chief Barker, Variety Club, Tent 13, a member of the SMPTE, and active in all trade drives, etc. A graduate of Georgia Tech, he originally hailed from Atlanta.

A new theatre supply store opened at 315 South Church St., Harris Theatre Sales, owned by Harris and Harris, Inc. W. F. Harris is president and treasurer, and J. L. Harris is vice president and secretary. The new store will handle sound projectors, carpets, drapes, and screens. . . . RKO is still holding first place in the "Ned Depinet Drive." . . . The Oasis, Kinston, N. C., is operating on Friday and Saturday only. . . . Marion Hayworth, wife of C. B. Hayworth, Motor Park Drive-In, Pink Hill, N. C., underwent a serious operation at Duke Hospital, Durham, N. C. Everyone is pulling for her. . . . Frank Bruton, manager, Towne, Burlington, N. C., presented a "Royal Wedding" on stage when Miss Hilda Grey and Alvis Lee Hodgins were married in connection with "Royal Wedding." The couple was furnished a car for the honeymoon and a week at Coquina Hotel, Ormond Beach, Fla. Many gifts were given through the merchants, and the ceremony was broadcast over WBBB. . . . Whitaker Hall, McCall, S. C., has been leased to Chris and Gus Combis, operating in connection with the concession joining the ball park. Saxton Theatrical Service will handle the buying and booking.

Marion Ackerman, manager, Hi-Way 25 Drive-In, Greenwood, S. C., returned to the army, stationed at Charleston, S. C. . . . Mrs. B. B. Anderson, eastern director, State Federation of Women's Clubs, was hostess in Mullins, S. C., to clubwomen. Mrs. Anderson is connected with the Anderson Circuit. . . . U-I's Anthony Curtis and Janet Leigh will visit Miss Clara Hobbs this month. Miss Hobbs won second place in a national contest, and her reward was a visit from the players and \$600 in cash.

Jack London, salesman, Republic, and wife spent a weekend at Myrtle Beach, S. C. . . . Mrs. N. F. Hall, Stoneville, Stoneville, N. C.; Gus Mandis and Pete Zouras, Village, Greenwood, S. C.; F. D.

Fowler, Princess, Mocksville, N. C., and C. H. Morgan and S. D. Mitchell, Plaza, Greenville, S. C., were in conferring with Max Reinhardt, Exhibitor Service. . . . Howard Calie and Roy Bradley, bookers, Stewart Theatres, are back after illness. . . . The Drive-In, Bladenboro, N. C., will open on May 5. Queen City Booking Service will handle buying and booking. . . . The Dixie, Robbins, N. C., opened. . . . The drive-in, Newberry, S. C., reopened. . . . Queen City Booking Service will handle buying and booking. . . . Colonial Theatres, Inc., Valdese, N. C., leased the Astor to W. C. McIlwain. . . . "Hal" Keeter, manager, ELC, was still improving after several weeks illness.

In visiting and booking were: Kit McGowan, Joyce, Spring Hope, N. C.; W. G. Fussell, Wonet, Bladenboro, N. C.; Max Zager, Palace and Gem, Greensboro, N. C.; Pete Webb, Webb, Shelby, N. C.; Mrs. Bea Black, Pilot, Pilot Mountain, N. C.; O. T. Kirby, Palace, Kirby, Roxboro, N. C.; Bud Holder, Chatham, Pittsboro, N. C.; George Ward, Colonial, Chesnee, S. C.; Rudy Howell, Howell, Theatres, Smithfield, N. C.; J. W. Griffin, Romina, Grace, Forest City, N. C.; J. Wes Thompson, Hollywood, Chapel Hill, N. C.; A. E. Miller, Lincolnton Amusement Company, Lincolnton, N. C.; Henry Brown, Catawba, Hickory, N. C.; Finn Lee, Duplin, Warsaw, N. C., and Harry Cooke, Center, Wayne, Mount Olive, N. C.

Memphis

The Frayser Drive-In located on Highway 51, opened.

Plans for establishing a censor board in West Memphis have been tabled, according to Mayor P. M. Dacus. Reading of a proposed ordinance to set up a censor board was scheduled at a City Council meeting recently, but no one appeared to speak either for it or against, the mayor said, and the reading was not held. Previous demands by West Memphians for a censor board included those of West Memphis pastors. They were made as a result of burlesque shows presented at the Joy. Mayor Sacus and other city officials have not been eager for establishment of a censor board.

MONOGRAM—Mrs. Norma Willey is the new branch manager secretary.

20TH-FOX—Mrs. Evelyn Hammond, secretary to branch manager Tom Young, took a vacation in Florida.

REALART—Visiting were: Roy Cochran, North Little Rock, Ark., and Lawrence Landers, Batesville, Ark.

The second big fire in 14 months at Trenton, Tenn., resulted in the destruction of three buildings, including the Strand. . . . The opening of the Frayser Drive-In was held after a previous one was postponed by the weather. The 500-car spot is owned by Eli Olney and Amelis Ellis.

New Orleans

Frank Glick, Morton and Utica, Miss., made the rounds. . . . Exhibitor Pater-nostro, Lake Charles, La., was booking for his Palace, Lyric, and Delta. He was accompanied by J. B. Watts, Grand,

Cameron, La., who called on his buyer-booker representative, Russell Callen, Associated Theatres.

"Pops" Schaffer, Film Delivery Service, may "Strike It Rich." He recently acquired oil leases in Assumption Parish near Napoleonville, La. . . . Confabbing with his brother members of Allied was F. G. Pratt, Jr., Vacherie, La., and his manager, Harold Dacey, Raceland and Lockport. . . . Tom Neely is back at National Theatre Supply after a business jaunt to points in northern Louisiana.

Schaffer Film Delivery Depot was recently floor-topped with colorful asphalt tile. . . . Dick Guidry, Galliano, La., was in and out of exchanges.

Visitors from Mobile, Ala., were Messrs. Gliddens and Rester, owners, Air-Sho and Auto-Show Drive-Ins and Brookley, Crichton, Downtown, and Empire, all in and near Mobile, accompanied by general manager W. E. Limroth.

Mrs. H. A. Everett was in arranging her April and May calendar for her Lou, Magee, and her 49 Drive-In near Sanatorium, Miss.

T. A. Pittman, Pittman Circuit, and his general office manager were on a motor tour to theatres in Lake Charles, Sulphur, Houma, and Baton Rouge, La.

Kay Sacco is the new stenographer in J. G. Broggi's buying and booking offices. . . . Frank Francois will handle Lippert's "The Mozart Story" in the territory.

Milton Guidry and E. R. Sellers, the "yam boys," Jack O'Quinn, the "tabasco kid," and Harold "Babe" Cohen and Bob Saloy were reminiscing over a cup of java.

William Cobb and Ralph Reid returned to Exhibitors Poster after a tour of the New Orleans and Memphis areas. . . . Billy Simmons, Western Adventures Productions, visited Joy Theatres, Inc., after a long and steady grind in the territory. Joy N. Houck and F. White, Charlotte, head the productions.

The shuffling at Paramount due to Foster Hotard's and Frank Musso's departure to an air force base places Louis Dwyer in the booking department along with Clyde Daigle and head booker Irma Rogers, Mary Morris, Cashier, and Milton Aufdemort, office manager.

The latest decision came in the city's squabble against Pittman Theatres, Inc., contending that part of the Pitt was on an "A" residential district after Judge Frank J. Stitch in Civil District Court refused to restrain the Pitt operation. The Zoning Board of Appeal and Adjustment followed action in a special meeting granting permission to the theatre to continue its operation until the city's revised zoning plan is effected. The board had stated that denial of the theatre's request to continue operation "would serve no purpose, and would impose a decided hardship" on the Pitt concern.

Florida Miami

George Bolden, former manager, Circle, is now booking from the Claughton office.



Georgia Governor Herman E. Talmadge, right, is seen recently swearing in J. H. Thompson, president, Motion Picture Theatre Owners and Operators of Georgia, as a member of the Georgia Civilian Defense Council, which will guide the civilian defense program for the state. Thompson will represent motion picture trade interests on the council.

Harold Watson took over as manager, Circle. . . . New manager at the Trail is Elmer Ratliff. . . . Mitch Rubenstein, manager, Center reports a new assistant, William Bader. . . . Murray Birchansky is once again at the Town as assistant where he replaces William T. Dobbs who moved up to manage the Biltmore. . . . Mitchell Wolfson, Wometco, was in Washington at a TOA board meeting. . . . The 1300-seat Bunche, under construction in the MGM housing project of Bunche Park, Fla., is scheduled for a benefit opening on May 18, according to Mark Chartrand, Wometco pubrel man. . . . At the Florida, Jimmy Barnett has a new assistant, Harold Bernstein, replacing army-bound Leif Ericson. . . . Marc J. Wolf, International Chief Barker, Variety Clubs, helped install the officers of Tent 33. . . . With Gerald Evans on a leave of absence, Ralph Wilson becomes house manager, Gateway, Fort Lauderdale, Fla. . . . Eugene Race, manager, Cameo, reports a new assistant, Ralph Gomolinsky.

Tallahassee

Exemptions of motion picture studios from taxation was urged by Governor Fuller Warren in his message to the opening session of the Legislature.

Louisiana Shreveport

Stars will be among the judges of the "Miss Holiday in Dixie" contest from April 29-May 6, according to Ray Williams, president of the festival. Williams said that arrangements have been completed for the appearance of several top stars of 20th-Fox. Debra Paget and Louis Jourdan, stars of "Bird of Paradise," are expected to be in to assist. Sterling Silliphant said that the stars are also scheduled to participate in the parade as well as other festival events.

Mississippi Biloxi

The Beach Drive-In adopted a day-and-date first-run policy with the Bay View. Heretofore, the drive-in played after area indoor houses.

Georgia Theatremen Set Committees

HAWKINSVILLE, GA.—J. H. Thompson, president, Motion Picture Theatre Owners and Operators of Georgia, last week announced the complete list of committees for the group's fourth annual convention to be held at the Biltmore Hotel, Atlanta, on May 13-14-15. E. D. Martin, O. C. Lam, and C. L. Patrick will handle the general program; Thompson, Ray Edmondson, and John Carter, arrangements; Lam, Ed Duncan, and Thompson, program ads; Mrs. John Carter, Mrs. W. M. Snelson and Mrs. M. M. Osman, ladies' activities; W. M. Snelson and L. M. Stockton, registration; Stockton, entertainment; John Thompson and John Hackney, hotel reservations; W. M. Snelson, nominations; J. S. Tankersley, resolutions; Paul Wilson and Charles E. Kessnich, distributors; Emery Austin, publicity, and H. P. Rhodes, Roy Martin, Jr., and Bill Wooten, booths.

Meanwhile, the organization is pushing its campaign to have more films made in Georgia.

Special publicity stories have been sent to members to be placed in local newspapers urging public participation, with the scripts to be considered at the forthcoming convention.

North Carolina Chapel Hill

When the Carolina showed "Bird of Paradise," the theatres were decorated with rare flowers of the same name flown in from Hawaii at \$36 a dozen. Manager E. Carrington Smith arranged to have the flowers on display.

Theatre interests are seeking to have Winston-Salem and Kernersville, N. C., exempted from a bill before the legislature which would prohibit Forsyth County drive-ins from operating during church hours on Sunday nights. Elimination of the two towns would leave a law on the books prohibiting operation of houses, drive-ins or otherwise, in rural Forsyth County during church hours. They could be operated from 12:30 to 6 and from 9 to 12 p.m., and the amendment would leave the Winston-Salem and Kernersville town boards free to set their own hours for Sunday operation of their theatres. The bill was written originally to make suburban and rural drive-in Sunday night hours conform with those set by law inside Winston-Salem, and the amendments would make little difference now. However, the Winston-Salem Board of Aldermen could change theatre hours inside Winston-Salem at some future time if it wished, making its own interpretation of the time when the doors could be opened or lift the city ordinance for some specific performance. Present Sunday theatre hours were set by the Board of Aldermen following a straw vote in 1947 in which a majority of those voting favored Sunday movies. The rule is a city ordinance, passed under authority given the city in its charter. The bill before the legislature would apply to all Forsyth County, and would supercede the Winston-Salem ordinance, and make one regulation for the entire county.

NEWS OF THE

Territory

Chicago

City theatre tax collections of \$94,212 in March took a drop from the \$124,047 in the same month a year ago. Other amusement taxes showed a similar decline, the total for all amusements being \$148,157 in March as against \$197,829 a year ago. . . . The industry lost a good friend in James S. "Jimmy" Savage, 45, who passed on from a heart attack. He was stricken soon after he had covered the Acadmey Awards dinner in Hollywood for his "Town Ticker" column, in The Chicago Tribune.

The censor board had a busy March with the inspection of 106 films totaling 541,000 feet. Two pictures were rejected, and two labeled for adults. . . . Lee Apfelbock was named manager, Villard, Villa Park, suburb.

The RKO Grand upped its price to a continuous 98 cents. . . . Jingles advertising coming attractions are widely distributed by Fred Weppler, Colonial manager, Colfax, Ill. . . . The Chicago Theatre Council chose Irvin Barry as president and Marilyn Peecker as secretary. . . . Oleth Worthey succeeded his son, Raymond, for 10 years manager, Star, Newton, Ill. The young man was named manager, Olney, Ill., Drive-In.

Jack Clark, Tiffin, was appointed chairman of a group of 50 members of Allied Theatres of Illinois taking part in the cooperative business boosting drive. Radio stations will aid in the campaign, and theatres will run trailers. The Jack Fischer Agency is handling the drive.

Les Stepner, 400 manager, secured the full cooperation of his Rogers Park neighborhood Parent Teachers Association and the Children's Film Library to put over successful Saturday matinees. . . . Earl Lovering is the new owner, Kee, Keister, Ia.

The Palace was crowded by members of the Florists Telegraph Delivery Association to witness the crowning of a Hawaiian beauty, chosen as "Miss Paradise." The event premiered "Bird of Paradise." . . . Dr. R. N. Svendsen bought the Calmar, Calmar, Ia. . . . The Elk, Olney, Ill., made new friends by having a free cooking school. . . . David Gold, formerly with Essaness, was appointed manager, Bugg. He replaces Clarence Wagner, who resigned after 37 years in that spot.

The Regal provided additional parking space for patrons. . . . Fred Bleyer, Jr., was named Rialto manager, Ottawa, Ill. . . . Plans for civil defense plans were outlined in part by theatremen of Decatur, Ill., in a meeting at the Lincoln.

John Shaffer was appointed Holiday manager, Forest Park, Ill. . . . Oscar

Brotman, Metropole owner, celebrated a quarter century in show business.

Richard T. Quinn rose to assistant manager, Northcenter. . . . Major Tom R. Gilliam, Jr., son of the 20th-Fox branch manager, returned to the colors to spend 15 weeks at the Fort Benning, Ga., advanced school. . . . The Town had a gala opening at Flora, Ill.

The dream of many residents of Warren County, Indiana, was realized when the \$70,000 Warren was opened at Williamsport, Ind. Desmond Abel is president and Rainey Shannon is secretary-treasurer, Warren County Theatre Corporation owner.

The Lyric, Gillespie, Ill., is admitting members of a family for 60 cents on Thursday nights. . . . The Geneva, Batavia, Ill., will open on April 18 for the annual fashion show of the Community Hospital auxiliary.

Al Holec, Esquire manager, has a new son, his third child.

Joe Arilia, Bel-Park assistant manager, and three pals drove to the coast and back.

At a resplendent reopening of the Manor, 750 bottles of perfumes were distributed. Verne R. Langdon, president, Manor Amusement Company, is operator, Jack Lynch, one of the owners, is manager, and Leonard C. Utecht is advertising and promotional director.

Marc Bernstein, UA sales department, is receiving condolences over the passing of his son, Oscar. . . . James Booth, former Arthur Schoenstadt Circuit general manager, was appointed manager, Starlite Drive-In. . . . W. B. Simek purchased the Neu, Ashland, Neb.

Richard M. Marvel bought the Gayety, Arcadia, Neb. . . . P. T. Brady, theatre concessions manager, has a new son, Thomas Mathew.

Alvin Golin has been added to the area as an MGM field press representative, and will cover key cities in the territory, working with Norman Pyle.

Denver

Already okayed by the Post Office department, and having jumped some of the tough hurdles set up by the patent office, "Movie Sweepstakes," invented by Robert Patrick, partner-manager, Lakewood, bids fair to be a major aid in building theatre grosses. It has been used at the Lakewood, where it has doubled Tuesday night business. Based on horse racing, three races are run each time, and patrons are given a chance to pick a three-race parlay, with the money being split in the case of two or more winners. The Lakewood starts the purse at \$50, adding \$50 each week. Excitement runs high as the races are run, which at present are clips from old newsreels, running about a minute each race. New films are being made, and Patrick is now in San Francisco picking them up, and on his return the Theatre Games Inc., a \$50,000 company, will set up nationwide distribution, and judging from inquiries, the game is expected to go rapidly.

Changes in Fox Intermountain Theatres, announced by Frank H. Ricketson, Jr., president, include the promotion of Norene Fletcher from assistant city manager, Fort Collins, to a similar job at Cheyenne, Wyo., succeeding Dick Dekker, promoted to city manager, Caldwell, Idaho, taking the place of Irving Simpson, who moves to Idaho Falls, Idaho, as city manager Vern Fletcher, who quit to go with Joe English Theatres, Bozeman, Mont.

Ray Glenn, Jr., formerly in the theatre business, lately in advertising at Delta, Colo., has been named manager, Delta. . . . Daylight Saving Time is being placed on the ballot of the May 15 city election. . . . The grand jury has recommended that the city council pass an ordinance prohibiting smoking in theatres, which is now allowed in balconies. . . . Mike Stewart, ELC salesman, is again taking over the office manager-head booker job.

Des Moines

A bevy of beautiful girls clad only in colorful south sea sarongs sent blood pressures and boxoffice grosses soaring



Managers of the Texas Wallace Theatres Circuit are seen at their first quarterly meeting of 1951, held in Tahoka, Tex. Noted, left to right, front row are: A. J. Burleson, city manager, Andrews; T. J. Simpson, city manager, Morton; S. J. Neyland, Jr., assistant general manager, Lubbock; G. B. Harvey, city manager, Crosbyton; J. B. Reese, home office manager, Lubbock, and, back row, W. B. Blankenship, president, Lubbock; Jeff Hardin Sr., city manager, Levelland; E. W. Baudine, manager, engineering and maintenance department, Lubbock; Dorsey Oliphant, city manager, Sundown; L. P. Flood, city manager, Tahoka; C. L. Newton, city manager, Petersburg, and A. D. Brown, city manager, Ralls. All are veteran theatremen.

at the Des Moines in connection with "Bird of Paradise." The tie-up was promoted by Tony Abramovich, manager, and Jimmy Redmond, Tri-States Theatres.

Alfred E. Daff, U-I director of world sales, and C. J. Feldman attended a meeting with U-I salesmen from Omaha and Des Moines. Daff discussed the economic situation, and gave a preview of what is in prospect for films. . . . The Iowan, Bettendorf, Ia., has adopted a new price policy on children under 12, nine cents. . . . Morris Harvey, National Screen Service shipper, has been called back into service in the air force.

Kansas City

The Kansas-Missouri Theatre Association will hold its spring meeting on April 25, with Theatre Enterprises' Ed Kidwell chairman of the convention committee. . . . James E. States, Paramount booker, retiring after 35 years, was honored at a luncheon of the Greater Kansas City Motion Picture Association. . . . Most of the drive-ins in the area have opened for the season. . . . The Kimo is due to be closed for remodeling.

Ernest Emerling, Loew's advertising-publicity director, was here.

Los Angeles

William Cahill, U-I salesman, has been transferred to Denver. . . . Thornton Sargent, National Theatres publicity director, is back after suffering a torn ligament on his right leg. . . . Margery Nash, secretary to Lawrence Peters, 20th-Fox legal department, leaves to become a bride in May. . . . Helen Walborn, secretary to Clyde Eckhardt, 20th-Fox, is resting following a major operation. . . . Ellis Levy, Telenews Theatres, was in to attend the Academy Awards presentation with his wife and daughter. . . . Also visiting were B. C. Kranz, ELC; Herman Wobber, Pacific Coast area sales manager, 20th-Fox, and Spence Leve, Northern California district manager, Fox West Coast. . . . Herbert Bregstein and Dick Barth, Classic, moved into their new office. . . . Surprise of the year was pulled on Fred Glass, Valley district manager, Fox West Coast, when his managers threw him a surprise party at the Hat and Cane, North Hollywood, in honor of his birthday. This is the first time any district manager was so honored by the boys, and he was literally speechless. He thought he was attending a business meeting, equipped with briefcase, etc., and a wonderful time was had by all.

Attending the Academy Awards at the RKO Pantages were Robert Kronenberg and his wife, thrilled that "The Walls of Malapaga" won a special Oscar. . . . Molly Singer, secretary to Ed Barison, Cinema Distributors, was in a party with Mr. and Mrs. E. R. Zorogniotti, Lux, and their son, Dr. Adrian Zorogniotti, from New York. There also was Dan Polier, 20th-Fox booker, and wife. . . . Very busy is Sidney Pink, new director of advertising, United Artists Theatres. . . . Bob Chatkin, Film Row Stationers, is back after a jaunt east.

The Los Angeles Examiner's gala benefit premiere of U-I's "Abbott and Costello Meet The Invisible Man" at the United Artists, with entire proceeds going to the newspaper's fund for wounded veterans of the Korean War, proved a huge success. Featured was a star-studded stage show produced by Edward Sherman, and featuring Abbott and Costello in person along with Martin and Lewis, Danny Thomas, Lena Horne, Allan Jones, Janis Paige, Jerry Colonna, and many others. Stars appearing at the premiere included Marta Toren, Dick Powell, Judy Canova, Jeff Chandler, Adele Jergens, Linda Darnell, Cecil Kellaway, Nancy Guild, Tony Curtis, Alexis Smith, Piper Laurie, MacDonald Carey, Shelly Winters, Stephen McNally, Claire Trevor, Richard Conte, Mona Freeman, Howard Duff, Peggy Dow, Charles Bickford, Victor Jory, Josephine Hull, and Marsha Hunt, among others. The Examiner heralded the benefit.

Bernard G. Kranze, ELC vice-president in charge of distribution, announced the appointment of Dick Carnegie to the post of branch manager, and Stan Lefcourt, former salesman, upped to the job of sales manager. Other changes see the return of Bill Wasserman as salesman, back from a temporary stint with Classic Pictures, and Harry Mandel, pinch-hitting for the late Sam Milner, leaving. Jack Katz transferred from San Francisco to Los Angeles.

Milwaukee

Gus Jahnke opened his new Royal formerly Fox-Wisconsin's World. That beautiful new vending stand ought to do a whale of an amount of business. . . . Mrs. Eva Wright, Gray, 62, widely known organist, passed away. Exhibitors will remember her as having provided accompaniment for films before sound movies. . . . The public was invited to a lecture and films at the Kewaunee, Kewaunee, Wis. . . . Otto Wagner's theatre in Black Creek, Wis., is rapidly nearing completion. According to Wagner, the new theatre will have a seating capacity of 325 seats. It was designed by architect George Narovec, Appleton, Wis.

Entries are now being accepted at the Bay, Green Bay, Wis., for the third annual "Miss Green Bay" pageant, set for May 15.

Upper Peninsula's Delft polls its patrons on films, and then runs comments within film newspaper ads. Russ Leddy, Green Bay, Wis., Orpheum, has found the practice profitable, too.

Minneapolis

Jess T. McBride, manager, Paramount, Milwaukee, is now manager of the local branch, where he succeeds the late Benjamin R. Blotcky. McBride has been with Paramount since June 28, 1920. Irving Worthheimer, assistant to J. J. Donahue, central division sales manager, has been named Milwaukee branch manager.

The Variety Club, Tent 12, elected Ben Berger First Assistant Chief Barker, and William A. Elson Second Assistant Chief Barker.

Oklahoma City

M. D. Brazee, district manager, Warner Theatres, resigned to become general manager, Greater Indianapolis Amusement Company, Indianapolis.

The "Miss Oklahoma City" contest will be held at the Home on April 19 under sponsorship of the Junior Chamber of Commerce.

State visitors were: Crawford Spearman, Broncho, Edmond; H. T. Burns, Opera House, Apache; John Terry, Perry, Perry; E. R. Slocum, Rocket, El Reno; Glen Gilmore, Jr., Nusho, Bixby; Lee Nordean, Rex and Tiger, Konawa; Houston Burns, Rio, Grandfield; Ruby Jones, Ritz, Shawnee; Robert Doke, Noble, Noble; Christine Burns, Cement, Cement; W. T. Kerr, Platt, Sulphur; Johnny Buffo, Liberty, Hartshorne; Ray Hughes, Liberty, Heavener; A. J. Sigmund, Sigmund, Lexington; Dwight Seymour, Avon, McLLoud; Henry Walje, Star Minco; H. B. Lord, Moore, Moore; Bill Slepka, Jewel, Okemah; Layton Carter, Chief, Seminole; John Blakeman and Jim Rochelle, Comet Drive-In, Sulphur; William D. Markle, Tuttle, Tuttle; Bill Jenson, Pix, Wewoka; Roy Tidwell, Roxy, Barnsdall; John C. Sanders, Melba, Cleveland; W. F. Edmonston, Rex, Covington; Mrs. Elizabeth Tucker, Cimaroon, Guthrie; Mrs. W. T. Henderson, Mawil, Medford; J. E. Jones, Sand Springs Drive-In, Tulsa; Virby Conley, Ellis, Perryton, Texas; Creal Black, Washita, Cordell; Bill Copeland, Geary, Geary; J. S. Worley, Liberty, Shamrock, Texas; Raymond Speaks, Majestic, Temple; D. V. Terry, Woodward, Woodward, and John Grey, Star, Sand Springs, and Pix, Chickasha.

The Sequoyah, Sallisaw, Okla., will be opened on April 19. This was built by Carl Phillips, who also operates the Ritz, Sallisaw, Okla. . . . The Boynton, Boynton, Okla., was destroyed by fire. . . . Tony Rego, owner, Boynton, advises he is erecting a new theatre which will be opened in May.

Omaha

Swift and Company took over the Omaha to show its own film of meat packing operations, "Big Idea." . . . Poor business was given by G. V. Fleming for the closing of the Royal, Dunlap, Ia. He is reopening the Cumberland, Cumberland, Ia., closed since July, 1950. . . . Byron Hopkins, who has houses at Sidney and Anita, Ia., as well as Bellevue, Neb., has bought the Gem and Rex, Glenwood, Ia., from Karl S. Powers, whose father and associate, William S. Powers, died recently.

Sol Rief, formerly Film Classics and later ELC branch manager, has become a salesman in the north territory. . . . James Flaherty, Paramount salesman, has been transferred to Chicago, and his place is taken by Charles Elder, shifted from Des Moines. . . . Max Rosenblatt, formerly in Omaha and now RKO manager in Des Moines, had a throat operation. . . . Regina Healy, Paramount picture report clerk, wore a cast after fracturing an ankle. . . . Mrs. Ted Emerson,

wife of the Tri-States Theatres publicity chief, underwent an operation.

Portland

In Lebanon, Ore., Tadd Nelson, Motor Vue Drive-In, not only received the commendation of the owners for his timely thinking and action in putting out a booth fire but should be given a medal for his bravery. Prior to the war, where he received fire-fighting training, he was a projectionist at Jerome, Idaho. When the blaze broke out at the Motorvue, he slammed the door shut, and then cautiously reopened it, lying flat on the floor with a fire extinguisher, to escape the deathly gas, he sprayed his extinguisher chemical on the fire and saved the equipment, though badly damaged. He received painful burns.

In Spokane, Wash., due to the increasing wave of juvenile delinquency, theatre owners were making an intensive check on juveniles who visit their theatres to see that damage is not done to fixtures, stock, and the entire theatre equipment by youngsters. Vandalism in Spokane theatres has reached a new high. James O'Connell, city manager, Evergreen Theatres, reported damage in excess of \$500. At the Orpheum, some 53 upholstered opera chairs were found to have been slashed. Al Bloom, Rialto, on entering his theatre found the building flooded. Robert Deets, manager, Granada, displayed a candy machine, valued at \$150, which youthful vandals had badly wrecked. At the State, the telephone pay station had been pulled off the wall so many times it had to be anchored to a steel beam. Both the misguided juveniles and their parents are blamed, and parents are being asked by managers to lend a hand to clean up the situation.

St. Louis

In West Quincy, Mo., cold and snow were no handicaps to the attendance at the Easter sunrise services conducted in the Quincy, Ill., with Rev. E. J. Otto officiating.

In Olney, Ill., the Olney Drive-In opened for its third season.

In Mount Vernon, Ill., Frank J. Glenn, Tamaros, Ill., owner, Mount Vernon Drive-In, stated that he plans to use well known entertainers in stage appearances at the drive-in.

In Carmi, Ill., the 460 Drive-In announced that each Tuesday will be "Family Night" with a charge of \$1 for each automobile or truck.

Ray Parker, manager, Skyline Drive-In, was elected mayor of Brentwood, Mo. In addition to managing the Skyline Drive-In, Parker also books and buys for the Skyway Drive-In, Mattoon, Ill., and the Pevely Drive-In, Pevely, Mo.

Bill Budke, new assistant director of advertising and publicity, Fanchon and Marco, St. Louis Amusement Company, formerly was production manager for the Ross Advertising Agency. . . . Myron Adams, formerly with Loew's Orpheum, San Francisco, assumed his new duties as assistant manager, Loew's

State. He succeeds Harry Meyer, who has gone to Loew's Midland, Kansas City, Mo., to replace Lou Jeffee, who moved on to Buffalo to assume a managerial post at Loew's State.

John Walsh, Flo-Mar Productions, made a trip through the southern part of Illinois. . . . Out-of-town exhibitors included: Mr. and Mrs. Harry Nash, California, Mo.; Ed Clark, Mattoon, Ill.; Dean Davis, West Plains, Mo.; Frank X. Reller, Wentzville, Mo.; Forrest Pirtle, Jerseyville, Ill.; Paul Schroeder, Lebanon, Ill.; Charley Beninati, Carlyle, Ill.; Tilden Dickson, Crystal City, Mo.; Tom Baker, Bunker Hill, Ill.; Harry Blount, Potosi, Mo.; Tom Bloomer, Belleville, Ill.; John Rees, Wellsville, Mo.; Gus Boemler, Morside, Alton, Ill.; Joe Goldfarb, Uptown, Alton, Ill.; Paul E. Horn, Jerseyville, Ill., and Frank Glenn, Tamaroa, Ill.

Parker's Skyline Drive-In opened, and joined the drive-ins advertising program of the other drive-ins of St. Louis County in the St. Louis newspapers.

Mrs. Mary Pasalacqua, owner, Rockne, Palmyra, Ill., went to Florida for a vacation. . . . Howard F. Busey, part-owner Jacksonville Drive-In, Jacksonville, Ill., is recovering from his recent illness.

More than 3000 persons attended the special midnight show at Fanchon and Marco's Fox for the benefit of Patrolman J. Nelke, who was paralyzed by a burglar's bullet.

Jules Leventhal, part-owner, Lyric, Senate, and Carver was still confined to the Jewish Hospital. He suffered the loss of a leg in an automobile collision several weeks ago.

Salt Lake City

Three men were burned to death in a fire that destroyed the Main, Salmon, Idaho. The theatre was not in operation at the time.

San Antonio

Bill Williams, former member of the staff of the Interstate Circuit and of Southern Theatres Company, has gone into the armed forces.

A new miniature railroad has been placed into operation at the South Park Drive-In, Beaumont, Tex., owned by the Jefferson Amusement Company.

A permit has been granted Josephine E. Elizondo and Cornelia E. Dasalme, San Benito, Tex., for the construction of a \$52,761 drive-in at San Benito. . . . The new Center has been opened by the Robb and Rowley Circuit at Killeen, Tex.

P. A. Warner opened his airdrome type theatre, the Port, Port Aransas, Tex. . . . Arch Boardman is now managing the Arlington Drive-In near Fort Worth, Tex., for the Lester Dollison Theatres. . . . The new Mustang Drive-In has been opened at Grapevine, Tex. It has a 400-car capacity, and is owned by Bill Gust. . . . The Queen, Hearne, Tex., rebuilt after being damaged by fire, has been reopened by George Chatmas,

Chatmas Amusement Company, E. L. Williams has been named to manage the 454-seat house.

J. C. Parker set May 1 as the opening date of his new \$65,000 open-airer which has a 350-car capacity. . . . Lynn Harrington, a partner in the Southside Drive-In, Fort Worth, Tex., is now operating the Sky-way Drive-In, Wichita Falls, Tex. . . . A. E. Chewning opened the new Hooks, Hooks, Tex. . . . Mr. and Mrs. Jack Needham are operating the Camp Bowie Drive-In, built at a cost of \$75,000, which has a capacity of 400 cars at Brownwood, Tex. The drive-in is located at the entrance of the former army post, Camp Bowie.

San Francisco

Fox West Coast, which refused to go along with the 10 per cent wage increase demand of AFL janitors, capitulated. Settlement did not come until after picket lines were thrown around all 40 FWC theatres in Northern California, and projectionists, for the first time during the strike refused to cross picket lines established by the theatre janitors union at the seven San Francisco houses. The San Francisco theatres were closed but, according to Spencer Leve, Northern California district manager, all other theatres opened for business. In the future, the Fox plan is to have its janitorial work done through the contract firm of the American Building Maintenance Company. . . . When "Tomahawk" played the Orpheum, North Coast Publicist Anne Belfer knew the value of a special screening for 1,000 News carriers.

Edward G. Maley, president, Maley Enterprises, now operating the Downtown has discontinued the original policy of variety acts, and will book big-name attractions. At the same time, Maley appointed Harry Long, producer-manager. . . . Al Dunn has returned to his former love in accepting the management of Dan McLean's and Lee Dibble's Ellis, Fillmore district. The Ellis has been completely renovated. In place of the former practice of playing old pictures, the theatre now boasts first runs with a 28-day clearance. . . . A deal has been made to release "Sound of Fury," renamed "Try and Get Me," to the Golden Gate, instead of the United Artists.

In another UA situation, the Golden Gate will show "Queen for a Day" in the near future. It is anticipated the city will be aglow with contests, special street ballyhoo, and window arrangements. . . . Louis Astor, Columbia's home office representative, was scheduled to be in. . . . Kathie and Dick Hamilton, NSS, returned to their desks after an early vacation. . . . Mort Goodman and Mickey Gross have been here working on advance publicity for Republic's "Fighting Coast Guard," Fox, and the double Republic bill for the Paramount, "Bullfighter and the Lady" and "Oh! Susanna." . . . Sherrill C. Corwin, president, North Coast Theatres, was in. He expressed satisfaction with the job United Artists is doing in selling "The Man from Planet X." . . . Chris Peters and his wife were in from Mantica, Cal., booking. . . . Don Mitchell, manager, United Nations, re-

signed. . . . Bill Crosby, manager, Ellis, resigned. . . . Bill Lanning, Columbia's head booker, was down with the flu. . . . Marie Clark, switchboard operator, United Artists, will resign to become secretary, California Theatres Association, replacing Helen Dolgoff, resigning to await the stork. . . . Hulda McGinn, public relations expert, California Theatres Association, chairmanned a cocktail party for the San Francisco press women at the home of Mrs. Fred Block. . . . Bill Skaggs, former assistant manager, Strand, has been appointed manager, Crown.

Four executives working together were Graham Kislingbury, North Coast district manager; Irving Levin, San Francisco Theatres, Inc., divisional manager; Jack Allen, Stage Door manager, and Charles Pincus, Blumenfeld, East Bay district manager, Oakland, Cal., Kislingbury and Pincus were playing Judy Holliday in "Born Yesterday," and arranged for the two radio stations to cut in with a plug, saying, "Judy Holliday is currently appearing in "Born Yesterday" at the United Artists, San Francisco, and the Roxie, Oakland." Levin used an unique approach in advertising the length of the run for "Trio" at his Vogue. His copy stated that "Trio" was the "longest running motion picture in town, and, in leaving, saluted the other two senior residents—"Cyrano de Bergerac," Stage Door, and "Born Yesterday," United Artists.

With a view toward acquainting members of the Northern California Variety Club with activities outside of show business, a special luncheon was held with Harry M. Kimball, special FBI agent, as the guest speaker.

The AFL janitors' strike against motion picture houses ended. Owners agreed to \$1 a day pay increase in addition to 27½ cents daily contribution to the union's welfare fund. The raise boosted janitors' pay to \$13.75 a day.

Jerry Zigmond, district manager, Paramount Theatres, set up a new staff at the State, including manager Dorothy Lodgelin, formerly with Paramount in Mobile, Ala.; Jack Wright, from Warner Theatres, Aberdeen, Wash., to assistant manager, and James McMillan, who resigned as stage manager, Downtown, State treasurer. Gil Small, formerly assistant at the State, was promoted to assistant, St. Francis.

Changes and promotions in Fox West Coast Theatres are: C. E. Macdonald, formerly Fresno, Cal., city manager, promoted to take over Harry Seipel's Peninsula District when Seipel leaves, to take a new post with Hoyts Theatres, Australia; Tom Piepenbrok transferred from manager, Grand, Richmond, Cal., to Marvel, Vallejo, Cal., replacing Constantine Papandrew, moved to the Grand; Philip Garber, manager, Hanlon, Vallejo, appointed manager, Studio, Vallejo, replacing Carlton Nicholson, resigned; Augustine Vasconcellos, former manager, State, Richmond, to take charge of the U.C., Berkeley, Cal., replacing Arthur Rude, who accepted a publicity appointment with Hildegard; Nevin Davidson

from the managerial post, Franklin, Oakland, to the State, Richmond, Raymond Davis, former assistant, Grand Lake, Oakland to acting manager, Franklin, under Frank Burhans' supervision; Robert Marseilles to manager, Tower, Oakland, replacing George Rantz, on leave of absence, and Kenneth Kucera, former manager, Alsal, Salinas, Cal., transferred to manager, T and D, Paso Robles, Cal., replacing Homer Greenfield, resigned.

Seattle

B. F. Shearer and associates opened the new Everett, Wash., Motor Movie, one of the largest in the Northwest. It has a capacity for 736 cars. It is on the Everett-Seattle highway. . . . Al Daff, world-wide sales manager; Charles Feldman, domestic sales manager, and Maurice Bernman, director of public relations, U-International, came in for a visit with George de Waide, branch manager.

W. A. Slater, president, Northwest Film Service, was married to Mrs. Katherine Montgomery Stang. The ceremony was followed by a wedding reception at the Inglewood Golf Club.

Harry Libecap closed his V-DEO, Tacoma, Wash. It was formerly the old Lincoln, in the K-Street district, and was remodeled and reopened by Libecap. . . . Chester and Mrs. Weaver, who recently sold their theatre at Onalaska, Wash., left on a trip to San Diego, Cal., to see their son, in the navy. Recently, Weaver has been manager of the Madrona for Sterling Theatres.

Forty executives of Sterling Theatres, Inc., held the semi-annual managers' conclave at the Olympic Hotel to kick-off the circuit's spring and summer boxoffice promotion. Host was Sterling President John Danz. Danz emphasized that his managers would have to exert greater efforts and more originality than in previous years. Speakers at the meeting included Frederic Danz, general manager, Sterling; his brother, William Danz, treasurer; and Zollie M. Volchok, Seattle city manager. Company executives from Port Angelus, Longview, Kelso, The Dalles, Ore., and from Sterling's Seattle theatres and circuit headquarters attended.

Evergreen managers in Washington attended an all-day session called by Carl Mahne, Washington district manager, at the Wilsonian Hotel, University District. . . . Herbert Kaufman, of Goodman and Kaufman Motion Picture Sales, was here from California. Several years ago Kaufman was branch manager for Paramount. . . . Anatole Malysheff has been appointed assistant shipper, Paramount, to succeed Ted Hackley, promoted to shipper. Hackley succeeded Walter Thayer, promoted to booker.

State exhibitors in town included: Ernie and Mrs. Thompson, Port Townsend; Joe Rosenfeld, Spokane; George Borden, Jr., Blaine; Dolph Varrelman, Valley Drive-In, Omak; A. G. Oeechia, Eatonville; Keith Beckwith, North Bend; Mel Sohn, Kirkland; Les Theuerkauf, Tacoma, and Arthur and Mrs. Golfon, who operate a theatre in Concrete, Wash.

Again Lew Herb Files His Report

(Traveling EXHIBITOR representative LEW HERB continues his story of Los Angeles.—Ed.)

Catering to exhibitors who desire special art work, entire fronts, and/or display cases, etc., is the Ad-Art Company, owned and operated by Ray Johnson and Gerald McClaire, who between them have over 50 years of experience in turning out special posters and banners either by enlarging photos or using the silk screen process with art work. Johnson, formerly with National Screen Service, teamed up with McClaire, a commercial artist, to form the company in 1944. Another organization doing similar work is the Louis Kude Poster Company, specializing in making 40 x 60 posters for several independent and foreign picture distributors.

In printing field, specializing in window cards, heralds, etc., two lead the field. J. C. Wolfe, Cordova Street, and Lew Lindsey's Acorn Press. Lindsey also has carried several business stimulants including dishes, which were used by some exhibitors, but this has been discontinued by most theatres.

Many exhibitors in the territory still use some means of attracting customers, aside from the regularly scheduled program, and a cash giveaway seems to be the most popular. Jack W. Sonenshine, Embassy, also handles "Bank Night," used by many exhibitors in one form or another, or a derivation thereof.

Our next visits took us into the offices of several of the smaller circuits. We dropped in on Manny Feldstein and Paul Dietrich, in the film exchange building. They operate about eight houses, and senior partner Feldstein has been in the business over 40 years, but is still very active, and considered by many as one of the shrewdest film buyers and operators.

Another exhibitor in the same building is Sid Kurstin, operating the Boulevard, East Los Angeles, Cal., Ritz, Inglewood, Cal., and the Lenox, Lenox, Cal. Although still a young man he has been associated with the business since it was founded by his dad in 1932.

Our next visit took us into the offices of Ray Olmstead, next to the SCTOA. In exhibition for the past 17 years, he operates six theatres in Arizona and Nevada. Prior to entering exhibition, he had been connected with distribution, and, at one time, was a partner of Howard Stubbins, Monogram franchise holder.

Jack Chazen, operating several MGM houses, also has his office in the building.

Continuing, we visited next with Saul Mohler, buyer and general manager, Vinicoff Theatres Circuit, which currently operates 10 houses. At one time, this organization operated about three times that number, but quite a few have since been either disposed of or closed. Mohler, in the business for 18 years, is another transplanted easterner.

Another exhibitor in the vicinity is William Oldknow, operating as Sero Enterprises, which owns and runs four drive-ins, three in this area and one in San Diego, Cal.

NEWS OF THE

Territory

BRANCHES
Cincinnati

Howard Hawks' "The Thing" opened first here and in Dayton, O. Stressing the eerie mystery angle, RKO exploitation director Terry Turner whipped up a crescendo of advance interest in "The Thing" with a giant black truck. "The Thing Is Inside" was described in bold green letters on each side. Tie-ins with newspapers in advance of the truck's visit, through a contest titled "What Is The Thing?", assured long lines of the curious waiting to inspect the inside of the truck. Local ballyhoo resulted in 8,000 replies to the newspaper contest and a truck queue of 3,000 persons. Entering the truck, a person walked warily through pitch darkness till a foot hit a treadle switch. In an instant, the interior was suffused in green, then a return to darkness, and when the person came out he had an eerie tale to tell of what he saw. No two persons told the same version of what they saw.

War bonds were offered as prizes in an "Up Front" contest plugging the U-I film, Keith. Contestants guessed the total number of Bantam Books collected in a city-wide drive for distribution to troops overseas. The Times-Star cooperated.

Nathan H. "Nat" Galley, 53, for many years owner of suburban houses, died of a heart attack in the office of his physician. He had sold his theatre interests last year for a reported \$400,000. Survivors include his widow and two daughters.

Selig Seligman, vice-president and manager, Northio Theatres, was named a director of the newly-organized United Cerebral Palsy Association of Ohio, which will stage a drive for funds during May.

Charles Amory, representing Overseas Products, and Thomas P. Gibbons, Paramount legal department, were visitors. Jack Rodman, with Paramount for many years before resigning in 1949, and Mrs. Rodman also visited here before leaving in their trailer for their new home in California.

McGee Gartin, Greenbriar, Hinton, W. Va., will be a very much interested patron for "The Greatest Show on Earth" when it is screened at his house. He was in Florida during the filming, and was an extra for four days.

Business visitors included Terry Turner, RKO exploitation director, and Ed Hyman, vice-president, United Paramount Theatres, and his assistants, Al Sicignano and Bernard Levy. . . . On business out-of-town were Milton Gurian, Lippert branch manager, in Huntington, W. Va., and Rube Shor and Bill Borach, in Newark, O.

J. N. Brandenburg sold the Russell, Russell, Ky., to R. V. Dinkle. . . . James Wood, well-known along Film Row, is the new manager, Twin Drive-In. . . . Tri-State Booking Service is now booking and buying for the Mur Drive-In, Parkersburg, W. Va., and the Grand and Valley Drive-Ins, Newark, O. . . . Midwest Theatre Supply installed the equipment in William Cain's new Auto Theatre, Paintsville, Ky.

Jack Frisch was recuperating from an illness. . . . Irene Sagle, 20th-Fox office manager, was ill with the flu. . . . Stanley Hecker, RKO shipper, was hospitalized. . . . Georgia Mattox, State Film inspectress, is recuperating nicely from an accident suffered several weeks ago.

Marie Donelson, Screen Classics office manager-booker and one of the star bowlers along the Row, was a participant in the recent Moose bowling tournament in Dayton, O.

Visitors included Albert Aaron, Charleston, W. Va.; Dr. Sylvan Banks and G. W. McCoy, Williamson, W. Va.; Donald Keesling and Goode Homes, Bramwell, W. Va.; Jerry Jackson, Williamsburg, W. Va.; Mr. and Mrs. Floyd Williamson, James Herb, Roy Wells, and Fred Krimm, Dayton, O.; Jack Needham, Columbus, O.; Charles Williams, Oxford, O.; Bob Harrell, Cleves, O.; R. J. Meyers, Chillicothe, O.; Chalmers Bach, Eaton, O.; W. B. Hannah, South Shore, Ky.; Elizabeth Toyrick, Carlisle, Ky., and Charles Scott, Vevay, Ind.

Cleveland

Publicist Knox Strachan arranged with the Fred Astaire Dancing studio when Columbia's "Valentino" came to the Allen, with three television programs on two outlets resulting. On the shows, each a headliner in the Lake Erie region, a team of instructors from the dance studio demonstrated the Valentino Tango, and the film was credited.

Most of the drive-ins in this area are now open. . . . Frank Murphy, Loew's Theatres division manager, announced presentation of a stage show at Loew's State.

Whether theatres in the Greater Cleveland area will or will not be permitted to play "Bingo" and similar cash giveaway games is up to Mayor Thomas A. Burke and city law director Lee C. Howley, who recently ordered all "Bingo" parlors closed in accordance with court rulings that they are illegal in Cuyahoga County. An exhibitor committee called on the mayor and law director to set forth their contention that theatre "Bingo" involves no risk, and hence is not a lottery. Theatre admission prices, they pointed out, are the same on "Bingo" nights as well as on all other nights. The exhibitors' claim has been taken under advisement by the city officials.

R. W. Knapton added the entire Warner Theatres department secretarial force, with one exception, to his contact department. The exception is Malva Rosenblatt, secretary to Ohio zone manager Nat Wolf. Instead of being assigned as secretaries to various department heads, they are now in a secretarial pool.

Friday film deliveries in the Canton, O.; Youngstown, O., and Toledo, O., territories will be discontinued. Louis Gross and E. S. Johnson, Central Shipping Terminal, announce a return to this wartime schedule as a measure to conserve tires, equipment, and accessories.

E. J. Stutz introduced a Sunday night stage show at the Circle. . . . Robert Blitz, a member of the Warner exchange booking department for almost 10 years, has been assigned to the sales force covering the river territory. Ernest Sands has been promoted to city sales manager. Frances Kates moves up from out-of-town to city booker, succeeding Blitz, and Irvin Levinson, transferred from New York, takes over Miss Kates' accounts.

National Screen Service's Display-aways are in great demand in this territory, especially by drive-in operators, NSS branch manager Nat Barach states.

The League of Showmen's Wives netted better than \$500 from the second annual rummage sale held in the Variety Club rooms.



Eagle Lion Classics midwestern division and branch managers pictured at the company's recent sales convention in New York City are, from left, front row: Fenton Lee, St. Louis; Jack Schlaifer, Jack Schlaifer Organization; Edward Heiber, midwest division manager; Gene Tunick, Indianapolis.; second row: Bernard McCarthy, Kansas City; Abbott Swartz, Minneapolis; Harry Goldman, Chicago; James Velde, Detroit; Joseph Imhof, Milwaukee, and, standing, John Leo, Schlaifer Organization; Carl Olson, Des Moines, and William Lewis, Memphis. They were briefed on new product.

Exhibitors of northern Ohio are giving United Artists branch manager Sidney Cooper and his cohorts their full support in the new United Artists sales drive. Cooper, Lou Geiger, Sully Ginsler, and Lester Dowdell, happy over the new setup and enthusiastic over coming product, welcome all the exhibitor co-operation possible.

Clayton Eastman, ELC division manager, paid the exchange an informal visit. . . . Frank Masek, National Theatre Supply branch manager, announces that James Ramicone bought two drink machines for his two outdoor theatres, the Gala, Sawyerville, O., and the Mid-city, Ravenna, O. . . . Earl King, NTS salesman, sold complete booth Simplex equipment to Earl Sterner for his 144-seat Star, Deshler, O. Sterner also re-seated his house, and installed a new screen. This is his bid to keep the population of Dresden, O., from wandering to surrounding towns for amusement.

The "Queen for a Day" radio troupe will be in Cleveland, and will broadcast its program from WHK. This is advance publicity for the United Artists picture, "Queen for a Day," which has a mid-May playdate at the Allen.

Alan Treuhaft is back in the business. Formerly a Loew theatre assistant manager, he divorced himself from the industry to attend college under the G.I. Bill of Rights. He has been appointed manager, Associated Circuit's North Star Drive-In, North Canton, O.

Milton A. Mooney, president, Co-operative Theatres of Ohio, was in Buffalo to supervise the opening of his branch office, Co-operative Theatres of Buffalo, headed by Bill Twigg. Twigg resigned as Warner city salesman.

Wanted: Apartments by Leo Gottlieb, Lippert branch manager, and Selwyn Ginsler, United Artists salesman.

Ray Schmertz, 20th-Fox city sales manager, was one of five drivers involved in an automobile accident. His car was smashed but he emerged with no injuries.

Detroit

Joseph J. Lee, branch manager, 20th Century-Fox, was married to Miss Dorothy Melch.

It may be coincidence, but on the very day that Columbia's "Valentino" opened at the United Artists, Bagley Street, that thoroughfare was officially renamed, "Valentino Lane" for the day, by edict of Mayor Cobb.

Indianapolis

The Airline Auto Theatre, Randolph County's only drive-in, located on state road 32 between Winchester and Union City, Ind., opened. Mike Make is manager. All servicemen are to be admitted free. A pony ride has been added for children.

Exhibitors and distributors of the Indianapolis territory, under the leadership



Dorothy Hart, right, featured in RKO's "My Forbidden Past," presents a first prize check of \$300 to Miss Marjorie Bell in the recent movie contest run in Cleveland by The Cleveland News.

of Sam Switow, launched their \$50,000 fund-raising campaign on behalf of the Will Rogers Memorial Hospital when more than 100 theatres took up theatre collections. An additional 50 theatres in the same area were to take up theatre collections at a later date, it was revealed by Switow, area chairman, and head, M. Switow and Sons Enterprises, Louisville, Ky. The following companies took up collections beginning April 8: Alliance Theatres, Fourth Avenue Amusement Company, Greater Indianapolis Amusement Company, M. Switow and Sons Enterprises, Y and W Management Corporation, and D. M. Williston Circuit. According to the "Indianapolis Plan," the other theatres in the area that do not take up theatre collections will make a substantial annual contribution per theatre to the hospital, and are pledging themselves to carry through this program for five years. According to Switow, the territory will raise \$50,000 for the next five years to cover its quota of contributions made by the area on behalf of the program instituted by the Will Rogers Memorial Hospital campaign headquarters. The territory is employing the trailer featuring Cary Grant in an appeal on behalf of the industry tuberculosis hospital.

Mrs. Hannah Hope succeeds J. R. Lee as assistant manager, Lyric. J. R. Lee has been appointed manager, Zairng Egyptian, a Marcus Enterprise house. . . . Trueman T. Rembusch, president, National Allied, attended the general business sessions of the Allied unit in Des Moines.

Charles Acton, salesman, Republic, was confined by influenza. . . . Kenneth Collins, former manager, Greater Indianapolis Amusements Corporation, is reported convalescing at St. Vincent's Hospital after an operation. . . . Jack Schnitzer, home office representative, RKO, was in. . . . Mr. and Mrs. John Alexander acquired the 331-seat Ritz, Mooresville, Ind., from William MacNabb.

Robert Racobs, second booker, Warners, has been called to report at Scott Field, Ill. He is a member of the air corps reserves. . . . Betty Gedling joined the United Artists staff. . . . Edward Zeyen resigned as booker for the Zaring, succeeded by Mrs. Mabel Roe.

Pete Dana Feted in Pittsburgh

PITTSBURGH—April 9 was Universal-International Day when that company took the spotlight for two affairs.

The afternoon saw the formal opening of the new Universal-International exchange just above RKO on the Boulevard of the Allies, and the second affair was the Variety Club's testimonial dinner to eastern sales manager Pete Dana. Many out-of-town guests, local exhibitors, and U-I executives in town for the dinner were on hand for the exchange opening and reception.

The testimonial dinner in the William Penn Hotel, was attended by over 250 persons, including 75 from out-of-town.

Seated on the dias and introduced by toastmaster Maurice Bergman for a bow were Izzy Rappaport, Baltimore, Md., exhibitor; George Eby, National Dough Guy, Variety Clubs International; George McKenna, general manager, Basil Theatres, Buffalo, and Sid Kallet, Kallet Circuit, upstate New York.

Others on the dais who spoke were John Walsh, Chief Barker, Variety Club; Abe Weiner, Monogram branch manager and co-chairman with Walsh of the affair; Louis W. Schine, head of the circuit of the same name, Gloversville, N. Y.; Bert Stearn, president, Cooperative Theatres, Pittsburgh; Al Daff, world-wide sales manager, U-I; Charles Feldman, domestic sales manager, U-I; M. A. Silver, zone manager, Warner Theatres; Wally Allen, business manager, Allied Motion Picture Theatre Owners of Western Pennsylvania; John H. Harris, "Ice-Capades," Harris Theatres, and his general manager, James Balmer; Judge Sam Weiss, and the following members of the clergy: Dean Moore, Trinity Cathedral; Father Garahan, Father Brennan, and Rabbi Halperin.

Mayor David L. Lawrence, the featured speaker, told of the city's loss when Dana moved to New York, and presented him with a watch.

Other out-of-town guests introduced from the floor included the Chief Barkers of the Variety Clubs in Cincinnati and Buffalo, and U-I branch managers from other exchange areas.

The Lakes, Monticello, Ind., conducted a cooking school with excellent success, according to Garland Garringer, manager. As of May 5, the Star, Fort Branch, Ind., will be taken over by Harold C. Gwaltney. . . . In Fort Wayne, Ind., Mrs. Helen Quimby, Quimby Theatres, was married to Frank J. Benedict at Miami, Fla.

Exhibitors visiting Film Row included: William P. McGovern, Ritz, Loo-gootee and Odon, Odon, Ind.; Hobart Hart, Court, Auburn, Ind.; Kenneth Law, Cozy, Argos, Ind.; Bruce Kixmiller, Colonial-Bicknell, Ind.; Herbert Sullivan, Alliance Circuit, Chicago; John Austin, Versailles, Ind., and Mrs. Hilda Long, Hippodrome, Sheridan, Ind.

VARIETY CLUB NOTES—The annual golf tournament of the Variety Club,



This display in the window of the American Airlines office, Cincinnati, was one of the tie-ins recently used with the opening of Warners' "Lullaby of Broadway," RKO Palace, and "Doris Day's Day," in honor of the Cincinnati singing star.

will be held on August 20 at the Indianapolis Country Club. Members of the Variety Club were urged to attend the meeting called for April 16 when two matters of utmost importance were to be discussed. International Chief Barker Marc J. Wolf has made tentative arrangements with the Pacific Mutual Life Insurance Company of Los Angeles for insurance group policies for regular members amounting to \$2000. Seventy-five per cent of the members will have to agree to participate before the insurance company will consider the plan. Medical examinations are not required, and the premium rate is reasonable. The club will have to decide immediately if it intends to renew its lease in the Antlers Hotel after Dec. 31. The hotel management advises that it has a request to lease the quarters, and will give the club the first refusal. A new card-key system has been installed at the entrance door of the club. Members can gain admittance by merely inserting a special card in the slot. Cards are available at the bar, and the price is \$1.

Pittsburgh

The Stanley booked Josephine Baker to head a stage show late in May. . . . Film Row was sorry to learn of the sudden passing of Sam Rothenstein, Evans City, Pa., theatre owner. A large delegation attended the funeral of another well-known theatre man in Bedford, Pa., H. R. Cromwell, Pitt and Bedford.

John E. Betters, one of the owners of the Roof Garden Drive-In, Somerset, Pa., has been recalled by the U. S. Air Force. He was given four days to wind up his personal affairs. Mrs. Betters and Dick Heffler will manage the outdoor house.

Jimmy Kalos, manager, Clifton, Huntingdon, Pa., moved from the apartment in the theatre building to a home where his children will have playing facilities. . . . Anthony Delisi, Delmore, Avonmore, Pa., is the proud father of a baby girl.

The Penn, Altoona, Pa., owned by the Notopolous Circuit, and closed for the past four years, has been razed.

Planter's Peanut Company effected a tieup with leading independent neigh-



Richard Lochry, Arlington, Indianapolis, receives from Trueman Rambusch, right, president Allied Theatre Owners of Indiana, the plaque recently awarded to the Arlington by EXHIBITOR as William Carroll, ATOI secretary looks on.

borhood Pittsburgh theatres in a campaign to stimulate children's business on Saturday afternoons. The plan calls for theatres admitting children under twelve for five cents and a label from a Planter's Peanut Butter jar. The company pays the theatre an additional sum to make up the children's price. The campaign is to run for six weeks, and may develop into a national campaign if successful. The company will promote the idea with newspaper ads, radio spot announcements, heralds, ballyhoo, and aggressive promotions in the grocery stores. It also will furnish the theatre with a trailer and a 40 x 60. All children attending the matinee will be presented with "Mr. Peanut" lapel pins.

Bert Stearn, head, Cooperative Theatre Service, and Weldon Waters, general manager, returned from a trip to New York. . . . Abe Weiner, Monogram branch manager, was in New York attending sales meetings.

Alex Showe, Theatre Candy Company, signed up the following drive-ins to operate their concession stands: Sky High, Youngstown, O.; Comet, Connellsville, Pa.; Midway, Lewistown, Pa.; Hi-Way, Dubois, Pa., and El Rancho, Bridgeville, Pa. It also won the rights to operate several Pennsylvania State Park concession stands. This is in addition to the score or more drive-ins operated last year, and continued this year.



Edward L. Hyman, right, vice-president, United Paramount Theatres, is seen in New York recently congratulating Selig J. Seligman, left, on his appointment as general manager, Northio Theatres Corporation, and Bernard Levy, center, on his appointment as Hyman's assistant.



An organ made of chocolate highlighted the unique Easter display recently set up by manager Bob Bowman in the lobby of the Warner, Erie, Pa., in connection with Warners' "Lullaby of Broadway." The novel idea garnered much publicity.

Vincent Choate, manager, Shea's, Bradford, Pa., since 1940, and after being with that circuit for 21 years, resigned to open his own theatre in Turner Falls, Mass.

Jack Scarry quit his booker's position with Columbia to become a salesman for Republic. . . . The Nixon started running motion pictures in between stage shows. It opened with a double bill of "All About Eve" and "Sunset Boulevard," followed by the first-run Pittsburgh showing of "The 13th Letter."

Joe Gelman closed the Grand, Duquesne, Pa. . . . Bob Sokol, manager, Loew's Ritz, was promoted to the larger Broad, Columbus, O. Carl Ferrazza, assistant, Loew's Penn, at one time, comes back from Akron, O., to manage the Ritz.

Mrs. Ray Metz resigned from the Harris Circuit auditing department to await the stork. . . . Harold Cohen, The Post Gazette drama critic, made his television debut as master of ceremonies for a half-hour variety show with a beer outfit as sponsors. Cohen will do the TV program once every four weeks. He also does a weekly quiz TV show with Karl Krug, the Sun Telegraph critic, and a weekly radio program with his wife, for the same beer outfit.

Ruth Lindsay, John Harris' secretary, journeyed to the west coast to work with her boss on the 1952 ice show. . . . Metro will produce a baseball picture, "The Angels and The Pirates," with a crew coming from Hollywood to shoot baseball backgrounds and players at Forbes Field. . . . Morris Finkel, owner of four Pittsburgh neighborhood houses, returned after spending a few weeks in Florida.

Kentucky London

The Southland, managed by J. B. Minnix, Jr., was damaged by a fire which apparently started in the back portion of the theatre, razed the theatre, leveling it to the ground, and razed a two-story building, destroyed five business establishments and several second story apartments.

Louisville

Prior to the opening of "Lullaby of Broadway," Mary Anderson, Cliff Buechel, manager, tied in with the Variety Record shop. . . . Max Terhune was scheduled for a personal appearance at the subsequent-run Cozy, which is under the managership of Joe Hedden.

Out-of-town exhibitors seen included: L. M. Denton, Shepherd, Shepherdsville, Ky.; Ralph Quarles, Majestic, Springfield Ky.; A. N. Miles, Eminence, Eminence, Ky.; J. B. Minnix, Southland, London, Ky.; Luther Knifley, Art, Knifley, Ky.; George Lindsay, Lindsay, Lindsay, Brownsville, Ky.; Clyde Marshall, Columbian, Columbia, Ky.; Eric Hammel, Shelby, Shelbyville, Ky., and E. L. Ornstein, Rialto, Marengo, In.

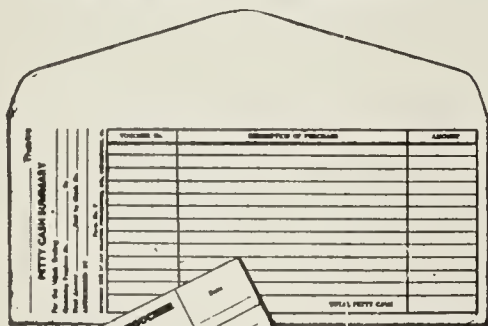
Practically all of the drive-ins in the state are now open, and running regular schedules.

Ohio Columbus

Lack of censorship of television programs in Ohio will not affect censorship of theatre films by the Ohio Division of Film Censorship, said Dr. Clyde Hisong, state director of education and chief Ohio film censor.

City Attorney Richard W. Gordon is seeking to determine the legality of "Bingo" here to clarify local enforcement procedure.

Want a "foolproof" system to control PETTY CASH?



PRICES:
Voucher Pads
25c each

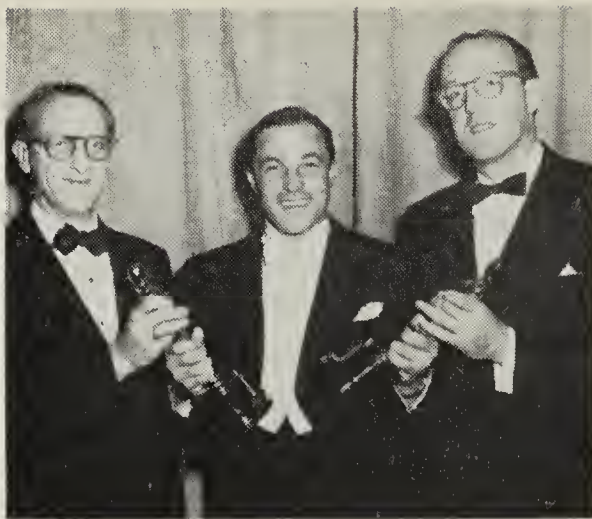
Special Voucher Envelopes
50 for 60c

Vouchers are padded 100 to a pad and are 3 x 5 inches. Each voucher slip is numbered as a safeguard against theft. A large envelope designed for the filing of voucher slips each week, and the recording of each transaction for ready reference, in the future, is available.

Sold only for the service of subscribing theatres. In ordering enclose the proper remittance in cash, stamps, or check. All forms are sold under a 5-day money-back guarantee.

THE EXHIBITOR BOOK SHOP

Conducted as a Service & Courtesy to Subscribers by
JAY EMANUEL PUBLICATIONS, INC.
1225 Vine Street • Philadelphia, Pa.



Gene Kelly is seen recently presenting Academy Awards on the coast to Ray Evans and Jay Livingston for writing the best song of 1950, "Mona Lisa," from Paramount's "Captain Carey, U. S. A."

The Victor, Miles Circuit neighborhood, was closed following a fire which damaged the upper part of the brick structure.

The Columbus Citizen commented editorially in favor of the 60-day test of 22 neighborhoods in starting their main feature at between 8:15 and 8:30 p.m.

Independent Theatre Owners of Ohio is pushing enactment of Senate Bill 258, which would limit to three per cent the rate at which municipal corporations can impose admission taxes.

Ethel Miles, secretary, Midwestern Booking Agency, which handles 12 theatres and three drive-ins here and in Dayton, O., announced the group's resignation from the Independent Theatre Owners of Ohio "in protest of the failure of that organization to oppose House Bill 429, which proposes a reenactment of the three per cent Ohio state admissions tax."

Crestline

Peter Gregory, manager, Crest, is growing a beard, along with other Crestline citizens, in order to take part in the centennial celebration this summer.

Findlay

W. V. Dworski, Warners' Harris, recently arranged a full page co-op ad with merchants on "The Mating Season." A feature was awarding of 50 passes to those putting together jig-saw puzzle style pieces of a theatre ad placed in each merchant's ad.

Galion

Mary Jane Mento is new at the Galion, succeeding Florine Gosser.

Pennsylvania Titusville

Arthur V. Kunes and his wife returned from a Florida winter vacation at Fort Meyers, where Kunes plans to build a permanent winter home. Living quarters behind the screen of his Auto Drive-In were ready for his occupancy when he arrived.

West Virginia Buckhannon

Garland West reopened his West Drive-In. He also owns the Colonial Theatre,

an indoor, and a swimming pool, the latter of which will reopen on May 30. This is the third season for the drive-in.

Charleston

The City Building Inspector issued a permit to H. M. McHaffie authorizing construction of a \$30,000 drive-in on MacCorkle Avenue.

Clarksburg

Opening of the Warner Skyline, C. E. Warner's drive-in on the Weston Road, was delayed when the three-phase power supply, necessary for the arc lamps, failed on opening night. Warner opened the following evening. The Skyline is now operating with Strong "Mighty 90" arc lamps, and has contracted for an extensive advertising campaign.

The Sunset, Clarksburg's earliest drive-in theatre and the second to be built in the state, reopened for the fifth season. The operation on Route 19 is owned by Charley Perez, Lawrence Bergamo, Alex Silay, and Steve Medve.

Father and son work in Clarksburg projection booths but at competing drive-in theatres. John King is booth man at the Snyder's Drive-In on Route 20, and his son, William, is employed at the Sunset Drive-In.

Grafton

To the assorted odd drive-in theatre occurrences can be added the following, which happened on opening night, at the Grafton Drive-In. Mrs. S. O. Summers, wife of the manager, threw the switch to operate the ice cream cooler, but the motor vibrated noisily, and then stopped. Before the electrician was called, however, a meowing was heard, and inspection disclosed the family cat, which had somehow crept into the motor compartment. Excepting loss of some fur, the cat was unharmed. During the first show at the opening, a call was received from the Grafton City Hospital for a blood donor with a rare blood type, needed in an accident case. The information was broadcast over the public address system, and within five minutes a patron with the correct type reported at the concessions bar, and agreed to give the transfusion.

Moorefield

Thieves broke into the projection booth at the Moorefield Drive-In, taking the projector lenses and several supply items. A similar theft occurred before the opening of the past season. James M. Miley, owner, said the theatre would reopen for the fourth season on April 20. Miley is a prominent Hardy County farmer and a member of the West Virginia House of Delegates.

Philippi

Alex Silay and Steve Medve, Jr., reopened their Skyview Drive-In for the third season. Among visitors were Mr. and Mrs. Steve Medve, Sr., and D. E. Lovett, owner of a Clarksburg equipment firm. Virginia Howell has been engaged to handle advertising for the ozoner. Silay and Medve also own the Lido, Philippi.

NEWS OF THE

Territory

Boston
Crosstown

Hallmark Productions, Inc.'s Kroger Babb flew in to prepare a campaign for the May 4 Copley showing of "Prince of Peace."

Deletions announced by the Bureau of Sunday Censorship included the following: "Tales of Hoffman, parts 1 to 14. (Deletions: Dialogue, "—then you can go to hell," in part II). Lopert.

The block which houses the Lafayette, Haverhill, Mass., is up for public auction. The theatre is the original Scenic, where Louis B. Mayer started in the film business, moving from there to the Broadway, Lawrence, Mass., and the local Park.

The largest outdoor campaign since "Mighty Joe Young" has been set up by RKO field man Ralph Banghart for the Boston and Providence, R. I., premiere of "The Thing."

The Trans-Lux is back to a first-run policy with the New England premiere of "No Orchids for Miss Blandish." Manager Lou Newman plans to feature unusual films.

"Die Fledermaus" was booked into the Beacon Hill to open the day following performance by the Metopera Company at the Opera House. George Kraske, manager, figured on getting some of the overflow with an added inducement, popcorn.

Cliff Boyd, Academy of Music, Northampton, Mass., installed new RCA equipment.

Paul Raibourn, vice-president in charge of television and budgets and planning, addressed the Boston Security Analysts at a luncheon meeting.

Columbia's "M" gets five test engagements this month, backed by strong promotion campaigns. The company is sending field exploiters into the quintet of situations. Cities selected for the test runs include Springfield, Mass.; Hartford, Conn.; Buffalo, Harrisburg, Pa., and Lynchburg, Va.

Film District

Andy W. Smith, Jr., general sales manager, 20th-Fox, was in for a few days.

Alec Yamilkowsky, Southampton Drive-In, is building a new home on

land adjacent to the ozoner. . . . Charlie Baron, who has been here frequently, has been assigned permanently to the Philadelphia ELC area.

Seen around the district buying and booking recently were: Evan Thompson, Berkshire, Mass., Drive-In; Frank Kuzmeskus, owner, Park Villa Drive-In, Turners Falls, Mass.; Mrs. Katherine Avery, Kennebunk, Me., and Mrs. Emons, Bijou, Lawrenceville, Vt., and her son.

Joe Mathieu, Welden, St. Albans, Vt., is back following a week of golfing at Pinehurst, N. C. . . . Fifty members of the bowling league will attend the night baseball game between the Red Sox and Cleveland on June 19.

N. Nathanson, UA eastern division manager, was in. . . . Leonard Golden-son, president, United Paramount Theatres, spoke before a group at the Hotel Bradford recently to get the ball rolling for the cerebral palsy drive.

Herb Crooker, New York office, MGM was expected in. . . . The Rainbow, Cranston, R. I., is now operating only on Sundays.

Arthur Jeffrey, out of the business for several years, was back in setting up advance for UA's "The Second Woman." . . . Construction of Bing Circuit's new Springfield, Mass., theatre is coming along nicely. . . . Eddie Klein, Regal, was hospitalized. . . . E. Harold Stone- man, Interstate, was also on the sick list at Phillips House.

Friends of Nat Furst will be pleased to learn he is now handling national distribution of Monogram's "Little Rascal" series.

Monogram's Ben Abrahms, Nate Levin, Frank Hyland, Jerry Callahan, and Charlie Wilson flew to New York recently to attend eastern division meetings. John Pavone, New Haven, and Dick Cohen also made the trip.

Bowling league members who voted for new officers will have to repeat the performance for the ballots were inadvertently used by the bowling alley manager for scrap paper.

Sam Haase, who recently underwent a minor operation at Beth Israel Hospital, wishes to thank all his friends for the large batches of flowers and cards sent him.

Phil Engel, 20th-Fox exploiter, returned from New Haven and Hartford, where he set up advance publicity for "Of Men and Music." . . . "Oliver Twist" has been booked for the Metropolitan on April 26. . . . John Walton, booker, Warners, is sporting a new (to him) Olds. . . . Matt Cvetic, author of "I Was a Communist," new Warner film, is expected in on a "meet the press" tour.

New England Bowling

BOSTON—New England Theatres was two games up on Independent Theatres for the lead in the New England Theatrical Bowling League as the series moved into its 12th week. Trailing were MGM, American Theatres, Harry's Snack Bar, RKO, and Macaulay American Legion Post, in that order, with Affiliated Theatres still in the bottom slot.

Standings to date show:

Team	Won	Lost
NE	34	14
Inde.	32	16
MGM	25	23
Amer.	23	25
HSB	22	26
RKO	20	28
Leg.	19	29
Aff.	17	31

INDIVIDUAL AVERAGES

Plunkett, NE	95.3	McGerigle, RKO	86.0
Freeman, HSB	93.8	Spingler, Leg.	85.9
Burlone, NE	91.7	Vieira, Leg.	85.5
Serra, Inde.	91.5	Rowe, Aff.	84.8
Morton, HSB	91.5	Rahilly, HSB	84.7
Fahlbusch, NE	91.4	Hochberg, Aff.	84.4
Hill, Inde.	90.8	O'Hara, RKO	84.3
Levin, Inde.	90.7	Alfano, Amer.	83.9
Romanoff, NE	90.3	Feinstein, Amer.	83.3
Owens, Inde.	89.3	Cavicchi, Leg.	83.1
Rathgeb, MGM	88.4	Anderson, HSB	82.6
School, MGM	87.7	McGowan, MGM	82.4
Field, Aff.	87.1	LaCross, RKO	82.0
Smith, RKO	87.1	McCarthy, Amer.	81.7
Arsenault, NE	86.8	Castro, HSB	81.4
DeBrueil, Amer.	86.8	Dooley, Leg.	80.0
Farrington, Aff.	86.5	MacIntyre, Amer.	79.4
Goldman, Aff.	86.4	Feinberg, MGM	76.2
Young, Inde.	86.3	Oberman, MGM	72.5

HIGH SCORES

Singles: Grover, RKO, 119; Plunkett, NE, 102-117; DeBrueil, Amer. 113; Larsen, HSB, 111; McGerigle, RKO, 110.

New Haven
Crosstown

The Howard and Lawrence had Berthelsson's Marionettes on stage. . . . The Post Drive-In, East Haven, and New Haven Drive-In, North Haven, are in operation. . . . The Branford, Branford, had a Children's Film Library committee-approved program. . . . The College had a big campaign for "Inside Straight." that classified ad for "The 13th Letter" was another interesting publicity angle for the house.

At the Bijou, Paul Klinger had a street bit with "Pancho Villa" on horse for "Pancho Villa Returns." . . . Walt Wilson, Paramount assistant manager, was given quite a sendoff by his friends when he left for the army. . . . The radio-movie quiz contest at the Rivoli, West Haven, and Dixwell, Hamden, ended after two weeks participation. . . . The Rivoli, West Haven, cooperated with the West Haven merchants in "West Haven Days." . . . Franklin Ferguson takes full advantage of his extremely large marquee to publicize his attractions. He has 87 feet, and really makes his copy tell a story so traffic on Whalley Avenue knows what pictures are playing. . . . Morris Rosenthal, Poli, set a nice lobby display for "Father's Little Dividend."

Screen Brightness is Brightest and More Economical WITH

Lorraine carbons

Lorraine CARBONS, INC., BOONTON, N. J.

Meadow Street

Drive-ins are unshuttering. . . . State Police Commissioner Edward J. Hickey awarded authority for opening a new drive-in on the south side of Orange Avenue, 500 feet west of the West Haven-New Haven town line. The commissioner announced that he will issue a certificate of approval to the Bowl Outdoor Theatre Corporation as soon as the corporation complies with the state statutes governing design and safety of buildings to be erected. Nathan Resnick, attorney for the open air firm, said it will accommodate 600 cars. . . . James W. Cotia is new manager, E. M. Loew Drive-In, Newington. He was formerly of the Art, Springfield, Mass. . . . East Windsor is another one of the drive-ins to open recently. . . . The E. M. Loew Drive-In, Milford, reopened. . . . The Starlite Drive-In, Stamford, planned to open. . . . New England Theatres announced that the Norwalk, Norwalk, would close for an indefinite period.

Meadow Street had a bit of producing recently when a group of Yale undergraduates from the Drama School worked on a modern movie adaptation of Chaucer's Tales, using the now vacated Den restaurant for a locale.

Shirley Horowitz, Connecticut Theatres secretary, resigned to leave for the southlands. New secretary to Morty Katz is Margaret Pepe.

Circuits

Loew Poli

John Di Benedetto returned to the Poli, Worcester, Mass., after doing relief managerial work at various houses. . . . Bob Carney had a PTA and Rotary Club dramatic children's morning show recently at the Waterbury Poli.

Variety Clubs

Tent 31, Connecticut

The Board was scheduled to have a meeting at the Lido Restaurant to discuss prospective new quarters.

Connecticut

Hartford

Harry F. Shaw, division manager, Loew-Poli Circuit; Lou Brown, advertising-publicity director; and Morris Mendelsohn, legal department, were among New Haven businessmen appearing at State Capitol to urge approval by the State Legislature's Cities and Boroughs Committee of a measure that would improve the downtown parking facilities of New Haven.

A cowboy and Indian costume contest was promoted for a Saturday matinee program in conjunction with "Overland Wih Kit Carson" by Star manager Mike Masselli.

"Why Korea," was screened for an audience of 103rd Fighter-Interceptor Wing, U. S. Air Force, officers, and men at the Palace by manager F. R. Greenway and Lee Feigin, assistant.

Lake Hitchcock

The Lake Drive-In reopened for the 1951 season.

Litchfield

Vincent W. Youmatz, who seeks to operate a drive-in on Tarringford West Street, Torrington, appeared in Litchfield Superior Court to press a motion through which he hopes to operate the drive-in this summer despite opposition from some of the area's residents. Youmatz asked that a motion be granted for termination of a stay of execution.

Meriden

Tony Masella, manager, Loew-Poli Palace, was named director of publicity, Junior Chamber of Commerce. . . . Paul S. Purdy, general manager, Kounaris-Tolis Circuit, was again slated to handle film buying and booking and advertising for the East Windsor Drive-In. Purdy will also handle buying-booking for the new Vincent Youmatz Sky-Vue Drive-In, Torrington.

New Britain

The trade mourned the passing of Mrs. Peter G. Perakos, wife of the head of Perakos Theatre Associates. She passed away at her home on Lincoln Street after a prolonged illness. In addition to her husband, Mrs. Perakos is survived by a daughter, Mrs. Herman E. Miller, Providence, R. I.; five sons, Dr. George P. Perakos, attorney Steven E. Perakos, Sperie G. Perakos, and John Perakos, both of whom are associated with Peter G. Perakos in the Perakos Theatre Circuit, and Peter G. Perakos, Jr., all of New Britain; six grandchildren. Burial was in the St. George's Greek Orthodox Church.

Manager John A. D'Amato, Palace, promoted the "Miss New Britain of 1951" competitions.

Massachusetts

Amesbury

Fred Taylor, Strand projectionist, boothman since 1913, was the subject of a feature article by Eve Hills. The Newburyport Daily News.

Fall River

"The Wizard of Oz" had its first showing at the Strand under the sponsorship of the Fall River chapter, Association of University Women. The Bay State Drive-In recently opened.

Miss Violet Chadwick, Academy, resigned to join the WAC, replaced by Miss Helen Paula.

Fitchburg

Alert showman Frank Boyle, Saxon, took advantage of the fact that nearly everyone in Fitchburg, was absorbed in the Kefauver investigation to exploit "Gambling House."

Haverhill

Paramount manager Frank F. Colburn, Jr., and his staff got a "thank you" from the Rev. Raymond S. Proudfoot, for making the house available for religious services.

Holyoke

Roger Wood, assistant manager, State, is acting as manager while Harold Cum-

tings, manager, is supervising the Riverdale Drive-In, West Springfield, Mass.

Lynn

The Olympia closed suddenly for the spring and summer. Manager George Lougee and assistant, Richard Barry, will be given other assignments by New England Theatres, Inc.

All of Loew's open air theatres opened.

Newburyport

Kiddies matinees on Saturday are the big noise with the Port and Strand vying for the business.

One of the Strand's most consistent screen-fans made the paper recently. He's a canine admirer of the cinematic art, who comes in every change, and occupies a seat in the middle of one of the back rows.

Springfield

Elihu Glass, owner-operator Majestic, West Springfield, Mass., and who last summer operated the Bass Rocks summer theatre at Gloucester, Mass., has been named executive director, The Playgoers of Springfield, a non-profit organization dedicated to bringing legitimate stage entertainment to this area.

Samuel Scheckter is the new Court Square manager, replacing Gerald London, who left to manage a drive-in in Maine. Scheckter's activities have ranged all the way from managing a harmonica band to playing in a Deanna Durbin film.

Doubt concerning the status of the Round Hill Drive-In was settled when it was revealed that the National Production Authority had put its stamp of approval on the project.

James Coteia, Art, Hartford, Conn., manages the E. M. Loew Drive-In. He was replaced by Ralph Carenza, former assistant, Strand, New Britain, Conn. . . . William Kozak, Capitol assistant, left to enter the field of sports advertising. . . . Joe Shea, former advance man for "Harvey," was in to set up publicity for Columbia's "M."

Rhode Island

Providence

Manager Dave Levin, RKO Albee, used an interesting and effective advance stunt on "Gambling House." Levin erected a "Lucky Wheel," offering free spins to anyone, the winners receiving merchandise donated by cooperating merchants.

A son, Mark Coleman, was born on April 3 to Mr. and Mrs. Joseph G. Jarvis. The father is associated with the Elmwood Amusement Company Circuit, and is now on leave with the navy.

Vermont

Brattleboro

The Latchis omitted films one day to permit the Eagles, Greenfield, Mass., to give a minstrel show.

Castleton

The Fort Warren Drive-In, operated by F. Chase Hathaway, reopened.

NEWS OF THE

Territory

New York City
Crosstown

Roger Ferri has been elected president, 20th Century-Fox Family Club. Other officers include Harry Reinhardt, first vice-president; Leo H. Israel, second vice-president; Ted A. Shaw, third vice-president; David Ornstein, treasurer, and Marion Murphy, secretary. Members of the board are Doris Adelman, Walter Bishop, Bernard Bozzone, Nat Brower, Fred Bullock, Elsie Boland Collins, Deon De Titta, Fay Eichler, John Gallese, Harry Mersay, Jonas Rosenfield, Jr., Andy W. Smith, Jr., Tina Tarsel, Bob Warsk, and Julia Wolpin.

The Cameo, Newark, N. J., reopened. . . . The Lakeland, Brighton Beach, Brooklyn, closed. . . . Fannial Corporation is now operating the St. James, St. James, L. I., which opened on April 13. Buying and booking are through Liggett-Florin. . . . The Burke, Bronx, is now operated by the M. T. M. Corporation. It reopened on April 7, and Island Theatre Circuit is buying and booking. . . . Herbert Esswein is operating the Parkway, Spring Valley, which opened on April 15, buying and booking through Island Theatre Circuit. . . . The Monroe closed. . . . The Avon, Newark, N. J., reopened.

Robert Snyder, presenting the Academy Award winner film, "The Titan," through Classic, was feted at a "New York Academy Award Winner Dinner." Snyder received the "Oscar" from Max Rosenberg, president, Classic.

North-south division manager Charles Boasberg, RKO, along with his assistant, Carl Peppereorn, and drive-captain Len Gruenberg, metropolitan district manager, conducted a "Ned Depinet Drive" rally at the New York exchange.

Arthur Lubin, director of the Robert Stillman-UA film, "Queen For A Day," was in at UA. . . . New York veterans of the Texas Thirty-sixth Division, attended a private MGM screening of "Go For Broke" as guests of veterans of the Nisei 442nd Regimental Combat Team. . . . The Mayfair conducted an "eeriest experience" contest with five pairs of tickets to see UA's "The Man From Planet X" going to winners.

Special posters playing up the golf angle in 20th Century-Fox's story of Mr. and Mrs. Ben Hogan—"Follow The Sun" are being circulated throughout the 275 golf courses in the metropolitan area. The posters are being hung on bulletin boards, in locker rooms, and on club house walls of major public and private courses in the Westchester, Long Island, New Jersey, and Connecticut areas.

William F. Rodgers, MGM vice-president and general manager, arrived from

the coast after spending eight days at the studio. Si Seadler, advertising manager, who attended the special studio screenings with Rodgers, returned also. . . . Columbia's "Five" will have its world premiere at the new Holiday, formerly the Gotham.

Mrs. George Klein, 65, mother of Harold J. Klein, booker, J. and J. Theatres, died recently.

Leo G. Carroll who heads the cast in support of Charles Boyer in United Artists' "The First Legion," arrived to headline the New York premiere festivities for the film, due at Loew's State. Carroll will tour Loew's Theatres for a series of personal appearances.

Arthur Israel, executive secretary to Barney Balaban, president, Paramount Pictures Corporation, left for Minneapolis and Hollywood.

Monroe Goodman, executive assistant to A. W. Schwalberg, president, Paramount Film Distributing Corporation, was married to Mrs. Ruth Peyser. The ceremony, at the home of the bride's parents, was performed by Dr. William Rosenblum. The couple honeymooned in Bermuda.

Russell Holman, Paramount's eastern production head, left for a vacation in Southern Pines, N. C. . . . Newly signed Paramount producer Pat Duggan arrived accompanied by his wife.

Ernest Emerling, Loew's advertising-publicity director, left for a visit to Loew's Theatres in St. Louis, Kansas City, and San Francisco.

On the occasion of this year's first "high jinx," Friday, April 13, Nick Matsoukas, founder and executive secretary, National Committee of 13 Against Superstition, Prejudice, and Fear, representing the committee, Mayor Vincent Impellitteri, and Arthur Wallender, director, New York City Office of Civil Defense, joined forces in debunking 13 of the most commonly accepted misconceptions, creating fear, regarding the effects of the atom bomb upon civilians. On April 12, at City Hall, Mayor Impellitteri, director Wallender, and Matsoukas opened an exhibit of 13 posters for representatives of the press, radio, television, and newsreels, exploding the 13 myths about the atom bomb.

Charles "Pop" Berliner, veteran film salesman and an originator of the Motion Picture Salesman's Club, now the Variety Club tent, died. Services were held at Riverside Memorial Chapel.

Marine Lieutenant E. K. O'Shea, Jr., son of the vice-president of Paramount Film Distributing Corporation, arrived after being wounded in action in Korea.

Joseph McPeake, of the staff of Sargoy and Stein, passed away at Roosevelt Hospital following an automobile accident.

Norton V. Ritchey, president, Monogram International, returned from South America, where for the past two months

he has been making an extensive survey of film distribution.

Wesley Addy is in to join the celebration of the world premiere of "The First Legion" at Loew's State. Addy, who has one of the featured roles in "The First Legion," will make a tour of the theatres, and make personal appearances on radio and television.

New York State
Albany

Governor Dewey vetoed a bill passed by the legislature which would have extended for another year, until July 1, 1952, a law denying to cities of less than 25,000 the power to levy a five per cent tax on entertainment admissions. This moratorium will now expire on July 1.

Anthony Dexter, who was forced to interrupt his key-city tour for Columbia's "Valentino" when stricken with flu, recovered to resume the personal appearances. He arrived in Albany for stage appearances timed with the opening of the film, and then went to Syracuse.

Ernest Ziegler, U-I home office, has been transferred here as student booker. . . . Geneva Barecomb is a new addition to U-I's office staff. . . . Joseph H. Swan, electrician, Palace, died in Memorial Hospital after a long illness. . . . "Bucky" Harris, U-I exploitation man, underwent an operation at Albany Hospital. . . . Ben Smith, veteran film salesman, is now selling a game to drive-ins which he claims will benefit them in obtaining more patronage. . . . Mrs. Larry Cowan, wife of the manager, Proctor's, Troy, is recuperating at her home after being confined to Samaritan Hospital. . . . The Menands Drive-In opened. . . . Kathryn Reibou, U-I assistant cashier, resigned, replaced by Frances Curtis. . . . Negotiations were closed for the Fabian Circuit to assume operation of the Auto-Vision, East Greenbush. Neil Hellman purchased the drive-in from Dave Willig last winter, announcing that Alan V. Iselin, his son-in-law, would manage it, but the Fabian interest leased the 375-car drive-in for several years. The theatre opened under the general direction of Leo Rosen, and managed by George Lourinia. Its acquisition gives Fabian three drive-ins near Albany, the Mohawk, and the Saratoga are the others. . . . Mrs. Larry Cowan, wife of Proctor's, Troy, manager, has been chosen delegate, Phillip chapter, Daughters of American Revolution, convention in Washington. . . . John Ross, RKO shipper, was on the sick list. . . . Jean Benedetti, RKO has been promoted to assistant cashier, and Alice Waity, clerk, replaced her.

—M. E. B.

Buffalo

The appeal of Dipson Theatres from the ruling of the Buffalo U. S. District

ASSISTANT MANAGER
WANTED!

References Required.

PALACE THEATRE

174 Newark Ave., Jersey City, N. J.

Court, which threw out its antitrust suit against the major distributors, had been scheduled for argument before the U. S. Circuit Court of Appeals on May 8 or 9.

When Local B9 held its dinner at the Moose Club, the following officers and directors were installed: president, Helen Rubach, Republic; vice-president, Edward Smith, RKO; financial secretary, Evelyn Garnham, 20th Century-Fox; recording secretary, Margaret Scheuer, Warners; sergeant-at-arms, Conrad Grucza, Clark; business agent, John Brunner; trustees, Frances Rubach, RKO; Clara Rasinski, RKO; Nettie McIntosh, Clark, and Bill Abrams, Columbia. Carl Hacker was guest speaker. Rudy Inderbitzen, MGM shipper, won the prize for the Charleston. The Misses Helen Rubach, Ann Wolanczyk, Frances Rubach, and Irene Mack were awarded prizes for the polka. Tony Gawinski, Republic, was the winner of the waltz prize.

Frank Ostrowski, projectionist, middle-aisled it with Amy Gowan, secretary to Dave Miller, U-I branch manager, at the Polish National Cathedral. . . . Elvira Carey, MGM, is back after illness. . . . Mary Gloebersuch, MGM staff, has been ill.

Dan Neville has been added to the National Screen Service staff, replacing Bob Wilson, who resigned to join Uncle Sam. . . . Jane Bogart, sister of Rita, succeeds Sara Fedrico, who resigned as biller at Republic. . . . Leo Adler, United Artists, traveling auditor, was in from New York. . . . Stella Nowak, National Screen Service shipper, returned from her annual vacation. . . . Al Herman, Columbia Buffalo sales representative, returned after confinement, due to the flu.

Bert Ryde, business representative, projectionists' union, was ill. . . . Hank Howard, RKO publicity field representative, discarded his crutches, and is now walking with a cane. . . . Carol Ahern, RKO biller and telephone operator, is happy in her new apartment. . . . Ann Beals, NSS booker, is vacationing. . . . Francis Tate returned after sunning himself four weeks in Florida.

—M. G.

Rochester

The drive-ins opened in the earliest periods in history with Don Stevenson, Starlite, leading off, and Edmund Howard, Rochester, following. William Tishkoff, Central, installed "moonlight" electric fixtures to enable patrons to find the refreshment stand on dark nights, and added a new call system for physicians. Graden Hodges, Empire, was planning a miniature golf course for pre-show entertainment.

City police clamped down suddenly on "Bingo," and other towns quickly joined in the ban. Only theatre here reported affected was the Strand, operated by Howard Carroll and Leon Shafer, which had "Bingo" two nights a week. Norman Wolk, former manager, Schines' Riviera, and now owner of Ridge "Bingo" Hall, said he had a \$15,000 investment

in the building and \$8,000 to \$10,000 worth of prizes on hand.

Morris Slotnick and Phil Cohen, Cinema, had two press previews of "The Happiest Days of Our Lives" and the "Grandma Moses" short so night newspaper staffs might see the films. . . . Charles B. Gallagher, formerly with Kallet Circuit and Schines' Riviera, was transferred from the Capitol, Newark, to manager, West End.

George Sweet, 67, former manager, Park, Avon, died of a heart ailment. . . . Vito Scattaglia, former manager, Schine's Lake, was reported doing well with his new restaurant.

Seven Schine theatres did business with Clarabelle, popular TV clown, as a stage attraction at 35 cents, but some of the kids demanded refunds because they couldn't see how the clown could be in Rochester, and cavorting on the TV screen from New York at one and the same time.

Amy Croughton, veteran motion picture editor, The Rochester Times-Union, died after an illness of several months.

Manager Jerry Baker, RKO Palace, had a tieup with Manson News Service for "Up Front." . . . Gary Shafer, Strand, plans to join one of summer theatres as an actor. . . . Mr. and Mrs. Ben Belinson, Little, were celebrating the theatre's 20th anniversary.

—D. R.

Syracuse

Larry Sherman, chief projectionist, RKO-Keith's, was able to get to town without the snowshoes. . . . Sidney Grossman, Elmwood, and George Maxwell were trying to figure out how to get the kiddies in for the special show as the sun came out for the first time, and really warmed up.

Rap Merriman, Franklin owner, is happy once more that the trout season has opened. . . . Bernard "Flash" McNulty, right in his glory, was working the stage show at Loew's State. . . . Charles Goodrich, student assistant manager, RKO-Keith's, was on vacation. . . . Bill Trambukis, manager, Loew's Strand, was called home to Providence, R. I., to attend funeral services for his uncle, Martin Toohey, LeRoy, Pawtucket, R. I.

We had a very pleasant, profitable visit with Bernard Dworski, the carpet and rug expert from Rochester. . . . Eugene Meilnicki is the new chief of staff, Loew's Strand. . . . Sully Altieri, new student assistant manager, Loew's State, unfortunately crashed his car coming in from Providence, R. I., to take the new position.

Charles Graziano, manager, Schine's Paramount, is all smiles since his wife and son Michael, have been able to move in from Chicago, and establish the new home. . . . Bob Sardino, projectionist, Paramount, is putting in a lot of time telling his wife just how to make that outstanding rock garden more beautiful at their Westvale home.

—J. J. S.

EYEING THE

Exchanges

NEW YORK—A highlight of the 1951 UJA campaign will be an industry-wide luncheon on May 3, a father and son affair.

MGM—Norman Starr has been promoted to assistant cashier. . . . Brooklyn booker John Cuniff was away because of illness. . . . Eastern sales manager John P. Byrnes spent a week in Boston. . . . William Kiernan, booker, was sick.

U-INTERNATIONAL—Booker Hank Feinstein walked down the aisle on April 8. . . . Folks were working hard on the "Charles Feldman Drive." . . . Booker Hal Rosen, who also heads up a swell little band, will be playing at the wedding of Max Cohen's daughter. Cohen operates the Lido and Paris Court.

MONOGRAM—Larry Downes received a temporary deferment from the army. . . . Head booker Etta Segall's mother has shown some improvement.

RKO—Myron Klienbergh, box office statement department, accepted birthday congratulations on April 13. . . . New typist is Edward Berkoben. . . . Peggy Degnan celebrated another milestone on April 14. . . . Former booker Irvin Levinson is now working in Cleveland.

PARAMOUNT—Booker Kitty Flynn was enjoying a brief respite.

ELC—Head booker Myron Starr was out sick.

BOOKER'S BIOG—Myron J. Starr has had a wide and varied experience in the industry. He has been a booker for Warners, Republic, and United Artists, and served in the capacity of head booker for Century and Island circuits. Starr also has experience at the other end of the line, having acted as the buyer, booker, and manager, Liberty, Plainfield, N. J. When Uncle Sam called, Starr served for over three years in the air corps. At the present time, he is ELC head booker. Starr has been one of the guiding forces of the Bookers Club from the very outset, and points with pride to the fact that he was the temporary organizing chairman of the Motion Picture Bookers Club, in addition to serving on the original constitution committee. Currently he is the club's treasurer.

RAMBLIN' 'ROUND—Mary Einfrank, floor lady at Bonded, is back after being sick. . . . Ditto film inspectress Bea Petrasino. . . . 20th Century-Fox publicist Morton Schwam was recently wed. . . . Anne Jones was back after being ill. . . . Friends were sorry to hear of the death of the mother of Harold Klein, booker-buyer, J. J. . . . The Bookers Club received a letter from Germany, and is now looking for someone who can translate it. . . . Exhibitors Jack Rochelle and Irving Renner were seen around.

—ARNOLD FARBER

NEWS OF THE

Territory

Philadelphia
Crosstown

The old Mammoth, Sixth and Girard Avenue, long closed and last known as the World, was sold, and will be converted into a store.

Hal Warner, manager, Benson, resigned. He was at the theatre nearly 11 years. . . . Jack Weiss was married to Trudy Waisban, Camden, N. J. The happy couple is living in Chester, Pa., where he is managing the Chester Pike Drive-In.

Figures released by the City Treasurer showed a still further drop in amusement taxes. For the first three months of 1951, only \$710,298 has been taken in, against \$921,325 last year.

The world premiere of "The Scarf" will take place at the Aldine on April 20. Plans for a gala premiere centered around Mercedes McCambridge.

Vine Street

Charles Baron is the new area Eagle Lion Classics' exploiteer. . . . Home office representative Rube Perlman is spending a few weeks at United Artists. . . . Andy Smith, Jr., 20th-Fox general sales manager, was in and met many exhibitors with branch manager Sam Diamond.

Bill Humphries was out of the hospital after several weeks. . . . Mrs. Benny Harris, American, is home after a long hospital siege. . . . The proposed boat trip of Motion Picture Associates has been cancelled due to lack of response by the trade. The entertainment committee is now planning an affair of an entirely different nature for May 11. . . . Mrs. Florrie Greene has been added to the staff of Exchange Finance Company.

Herman Margles, still visiting in the south postcard from St. Petersburg, Fla., and New Orleans. . . . Local and Camden, N. J., projectionist George J. Wilson is bound for Miami, Fla., where he says he expects to stay for quite a spell.

John "Jam Handy" Golder was in. His last trip took him into the Buffalo territory. . . . At the request of Mario Lanza, Dick Mayers, MGM publicist, hastened out to the midwest to handle the singer's personal appearances. This was due to the splendid manner in which Mayers handled Lanza's appearances in Scranton, Pa., Philadelphia, and elsewhere in this territory.

Circuits
Stanley-Warner

Mercedes McCambridge, star of "The Scarf," was due in in conjunction with the opening at the Aldine. She is to make personal appearances on stage. Max Miller started his new United Artists duties handling the world premiere.



Joseph T. Gulla, manager, Roxy, Philadelphia, recently utilized the above rabbit equipped with flashing eyes as an attractive lobby piece on U-I's "Harvey."

Sam Crayder, Princess manager, was in the Mt. Sinai Hospital for surgery. . . . The Warner mail room is moving from the second floor to new quarters on the seventh floor. . . . Reesa Cooper, Dan Triester's secretary in the booking department, is all smiles because she has already gotten an apartment in Chester. She will be a September bride.

RKO's Terry Turner was in to see Everett Callow. Callow returned from a two-day advertising meeting in New York with Harry Goldberg.

District of Columbia
Washington

A bill giving the District of Columbia Commissioners authority to order Daylight Saving Time in the District was approved by the House District Committee.

President Truman viewed "Kon-Tiki," at Blair House. A special print was made available for the showing by RKO.

"Kon-Tiki," distributed by RKO, was viewed by members of The National Press Club.

Morey Goldstein, general sales manager, Allied Artists and Monogram, announced that the world premiere of "I Was An American Spy" will be held at the RKO Keith on May 1. The premiere will be followed by a saturation booking throughout the entire area. Claire Phillips, upon whose career the picture is based, will arrive for advance publicity and exploitation.

The Cherry Blossom Festival had a number of showmen lending their talent. Among them were Orville Crouch, Jack Foxe, and Joel Margolis, Loew's, and George A. Crouch and Frank La Falce, Warner Theatres.

MGM—Booker Henry Ajello was in Sibley Hospital for a kidney operation, the second that he has had since January. . . . Rudolph Berger was back after a Florida vacation. . . . Booking clerk Hazel McCarthy had a freak accident. In a playground with her nephew, she bumped her head on a chinning bar. Three days later, she found out that she had a concussion. . . . Judy Fenderson, secretary to Paul Wall, assistant branch manager, resigned to take a motor trip with her husband to California. . . . Charles O'Brien, industrial assistant manager, was in.

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20TH-FOX—Joseph Deavers, biller, was out taking care of her sick husband.

RKO—Barbara Long, cashier's clerk, went to McKeesport, Pa., to visit her father. . . . J. B. Brecheen, branch manager, went to Richmond, Va. . . . Mrs. Verda Lee, branch manager's secretary, took a fast trip to Oil City. . . . Ned Depinet, prexy, was in and saw the new offices. . . . Hugh MacKenzie, publicity man, was in working on "The Thing." . . . According to Agnes Turner, everyone is feeling fine at the exchange.

MONOGRAM—Milton A. Lipsner, Al Wheeler, and Harold Levy are back after attending conferences in New York City. . . . The new booker's clerk is Rhoda Seidel. . . . Al Wheeler, office manager-booker, went to Pittsburgh.

UNITED ARTISTS—Jane Harrell, office manager, went to Dansville, Va., with her brother. . . . Doris Jowett, booker, was ill. . . . Blanche Hayre, booking clerk, just returned from her vacation. . . . Dorothy Evans is a new employee.

PARAMOUNT—Sympathy goes to Marian Clark, former ledger clerk, who lost her baby. . . . Mrs. Freda Abdella went to New Haven for a vacation. . . . Miss Anna Bernd was in the hospital taking treatments. . . . Bob Weber, assistant to Howard Minsky, division manager, was visiting.

REPUBLIC—Herbert Yates, Republic prexy, was in with Bill Saul, his executive assistant, making arrangements for the premiere of "Fighting Coast Guard," Warner. In town already for the occasion from New York were Mickey Gross, and Steve Edwards followed him in. Plans call for a bangup premiere. They all huddled together with Frank La Falce, Warner Theatres' ad and publicity chief. . . . Jake Flax visited Elmer Hines in Roanoke, Va., on business. . . . Ruth Keilholtz, inspectress, was on vacation in Indiana. . . . Miss Joyce Kroso, box-office clerk, was ill.

EQUITY—Mr. Myron Mills was out on the road with "Because of Eve." . . .

David E.

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Lester Wurtele Feted By MP Associates

PHILADELPHIA—Nearly 200 industryites last week paid tribute to Columbia branch manager Lester Wurtele at a luncheon tendered him by the Motion Picture Associates in honor of his recent elevation to the post.

On the dais were Messrs. Roy Neil, WPTZ; Lewen Pizor, Lester Krieger, Jay Emanuel, publisher of EXHIBITOR; Albert M. Cohen, William Goldman, Lou Finske, Jack Engel, Dick Dougherty, A. Montague, sales chief, Columbia, and Rabbi Wice.

Brief remarks were made by Weiner, who praised Wurtele for his accomplishments in 24 years with Columbia, and called him a credit to the industry; by Goldman, who commented on current conditions and also gave his plaudits to the guest of honor, and by Montague, who also lauded Wurtele.

Montague asked for cooperation among all elements of the business, and said that Columbia had confidence in the future.

He also declared that while no one in the industry was perfect, unless there is leadership, all of us would be affected.

His remarks were well received. Also on hand were Wurtele's father and son.

Wurtele asked that no gift be given to him but that the charity fund of the MPA be aided instead.

Sam Pike, salesman, went to Norfolk, Va. . . . Jessie Stern was in the office from Monteross, Va., and so was J. Gordon, Palace, New Port News, Va.

KAY—Joe Di Maio went to the Cumberland, Md., territory. . . . Mrs. Mac Woodson is back after being ill.

U-I—Robert Miller is a new booker.

THEATRE ADVERTISING—D. H. Covington, Ashland, Va., was visiting.

SANDY—Everyone here is very proud of "The Titan," which recently won the Academy Award. M. Jack Fruchtman was in the office, and so was Mae Feldman, former employee.

The Variety Club women held their first spring luncheon at the Willard Hotel. The board of governors met.



When Roy Acuff, "King of Mountain Music," recently made a one-day appearance at the Academy, Hagerstown, Md., he was presented with the key to the city by Mayor H. L. Mills, an Acuff fan.

Warner Theatres Bill Saul, Republic, met with officials and the coast guard to discuss "Fighting Coast Guard." Attending the meeting were George A. Crouch, zone chief, and Frank La Falce, and Captain S. G. Gray and Lieutenant Commander Robert Cannon.

Sid Zins and Red Spiegel, Columbia exploiters, met with Frank La Falce, his assistant, Florence Hinz, and John Marcon, manager, Metropolitan, to discuss "Valentino." . . . Irmel Williams, contact dept., a German war bride, was sworn in as an American citizen. . . . C. E. McGowan, manager, Contact, was saddened by the death of his father.

RKO KEITH—Hardie Meakin is out of the hospital recuperating at home. . . . The theatre will hold a benefit performance of "Tokyo File 212" on May 2 for the benefit of the Washington Theatre Wing. . . . The world premiere of "I Was An American Spy" will be held at Keiths on May 16. Harry Goldstein, Monogram, was in to discuss the campaign with Eddie Snyderman, supervising running the house from New Jersey while Meakin is ill, and Jim Carbery.

NATIONAL SCREEN SERVICE—Home office representative Leo Abrams was in.

20TH CENTURY-FOX—Shipper Robert Cutler was married to Columbia inspectress Carmen Jaccarino. . . . John O'Leary and his wife went to Long Island to attend his sister's wedding.

Betty Hutton and stars of Cecil B. De Mille's "The Greatest Show on Earth" will be in town to shoot scenes from the Ringling Brothers-Barnum and Bailey Show on May 14.

A sneak preview of "Up Front" was given recently with John and Drucie Horton as hosts. . . . Florence Marly in "Tokyo File 212" was in. . . . The Sunset Drive-In, Leesburg Pike, opened its season.

The Airport Drive-In opened its season. Manager Paul Foley reports that this summer he'll get better clearance than formerly. . . . Emeric Pressburger and Michael Powell, producers of "Tales of Hoffmann" were in to see about the picture's opening at the Playhouse, opening here with the benefit for the National Symphony Orchestra. While the English producers were in, they were given a luncheon at the Mayflower Hotel by the benefit committee.

Philip Gerard, U-I eastern publicity manager, accompanied by Jerome M. Evans, home office exploitation representative, were in to confer with Treasury officials on the company's participation in the forthcoming Savings Bonds Drive in connection with "Francis Goes To The Races."

Delaware Wilmington

The Du Pont Company is in the film business but its motion picture, "The Du Pont Story," was processed on Eastman Kodak film. This fact was brought out at the annual meeting of stockholders of the Du Pont company by stockholder Lewis D. Gilbert, New York.



The Philadelphia branch of United Artists is all keyed up for the current "Grad Sears Sales Drive." Seen, left to right, are Mary Monaghan, Norma Maita, Rita Craft, Elizabeth Ziegler, Frank Hammerman, branch manager John Turner, Mort Magill,

Lucy Devecchis, Elizabeth Marandino, John Beggen, Kathleen Devlin, Vicki Sampieri, and Jane Duffin, while, right, the exchange is seen all decorated with banners and various signs serving as reminders to branch personnel to aid in the drive.

Walter S. Carpenter, Jr., chairman of the board of directors, Du Pont company, explained that "we don't have colored commercial film yet." "The Du Pont Story," an Apex production, is in color by Technicolor. Carpenter said the film has been shown in about 25 communities where Du Pont has plants, and eventually will be shown in all Du Pont plant towns. He estimated the film has had 300 showings in Wilmington, where five theatres were used, and other communities. A number of copies have been made up in 16 mm., Carpenter said, and the company is also considering a shorter version which might be used to reach more people. The film now runs 72 minutes.

Stagehands Local 284, held its third annual sick relief vaudeville benefit at the Playhouse. . . Lewis S. Black, manager, S-W Warner, made a tieup with J. Gorman Walsh, manager, WDEL-TV, on publicizing the appearance of "Clarabell" at the Warner. . . "Anniversary Week" was observed at the Ace. . . Francis Paolo, projectionist, Ace, was moving into Wilmington from Elsmere. . . The Brandywine Drive-In booth was manned by Walter Sullivan from the Ace and Norman Mumford from the Edge Moor. William Boyce was at the Ace and Robert Hughes at the Edge Moor.

—HENRY L. SHOLLY

Maryland Baltimore

Ed Solomon and Charles Lipton, 20th-Fox home office, were in to help M. A. Machenic, New, put over a big campaign for "Fourteen Hours." One stunt was to advertise in the classified section of The News-Post for a "courageous woman" to sit by herself and watch a midnight show of "Fourteen Hours."

Sol Klein announced that he and his brother, Nathan, gave out 1,000 chocolate Easter Eggs at the Realart and Lenox.

The Hiway, Robert T. Marhenke, manager, was broken into, and about \$680 stolen.

New offices for the Theatre Service Company, Harry Kahn, are at 9 North Howard Street.

Fine work was done in getting the audience to leave without alarm at the

Grand, Highlandtown, Md., by Edward Fischer and Robert Gomerlinger, manager and assistant, respectively, when a six alarm fire broke out in a store property just across the alleyway from the playhouse, and dense clouds of smoke poured out.

Taking advantage of the historical significance of "The Magnificent Yankee," Arthur Hallock, manager, Paramount, Schwaber Circuit, arranged for a special showing for teachers, principals, and the clergy.

Two tieup contests were run in The News-Post. One was arranged by Joseph G. Samartano and publicity man Jack Sidney for "Up Front." The other, to promote "The Thing," was by Robert Morris, Town.

—JACQUES SHELLMAN

Centreville

Centreville's voters have given their seal of approval for the showing of Sunday movies.

Cumberland

Ed Growden opened his Potomac Drive-In while the Super 40 was officially opened a week later. The latter is owned and operated jointly by Tom Blash and Paul C. Owens.

Hagerstown

Stewart W. Phillips, former manager, WARK, was appointed general manager of two theatre groups with general offices in Frederick, Md. Dan Weinberg, president, Marva Theatres, Inc., announced the appointment. Marva operates a drive-in near here, the city Opera House, Frederick, Md., and also theatres in Bedford, Roanoke, Buena Vista, and Lynchburn, all in Virginia. . . Warner Theatres recently raised prices at the Maryland.

—L. Mc W.

Leonardtwn

Promotion for "The Lemon Drop Kid" included free admission to either St. Mary's or the Park, Lexington Park, Md., for all kids bringing in 10 empty lemon drop boxes. . . Ray Trumbule, manager, Park, Lexington Park, was at the Glymont, Indian Head, Md., working with manager Val Lyons in a baby contest.

Salisbury

Jesse Cramblett's Village recently played Francita, billed as "Hollywood's First Lady of Radium."

Pennsylvania Harrisburg

During the showing of "Bird of Paradise" State, Gerry Wollaston, manager, arranged with the Penn-Harris Hotel to feature "a native and exotic South Pacific dish" in the hotel's four restaurants. . . Sam Cilman, manager, Loew's, passed another milestone. . . The Silver

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THEATRE INSTALLATIONS
and MAINTENANCE

Spring Drive-In opened. A completely enclosed modern playground with a surface covering of sand was set up for the children. . . . Joe Murdock, manager, Senate, arranged for "Miss Up Front" to be selected from a large field, to receive the following prizes, a complete beauty treatment, dress, hat, shoes, jewelry, and cosmetics plus corsage. On the opening night of "Up Front," she will have a wounded veteran as an escort, and will be wine and dined as the theatre's guest.

Minersville

The Minersville Opera House has been sold to Anthony P. and Stella Krankowski, Shenandoah. Sellers were trustees under the will of Helen Kear Willinski and other heirs of the estate of William Kear, who died last year, and was the owner for many years.

Reading

Manager Eugene Plank, Reading Drive-In, is offering a number of free prizes for patrons. They include tires, radios, batteries, and candy, for children.

Virginia Norfolk

At Norfolk Naval Base, The Commander-in-Chief of the Atlantic Fleet, Admiral William M. Fechteler, and his staff met with Stirling Silliphant, promotion manager, 20th Century-Fox, and Tony Muto, Movietonews Washington supervisor, on plans centering about the launching of the film company's "The Frogmen," filmed in close cooperation with the navy. Working on the details



Following completion of a \$150,000 modernization program, Delaware County officials were on hand recently to officially dedicate the S-W Waverly, Drexel Hill, Pa., and seen, left to right, are John Doherty, chairman, county commissioners; Mrs. Rae Biester, county treasurer; Sam Walker, president, board of commissioners, Upper Darby, and Jack Flynn district manager. Sam Philippe, Waverly manager, is in the rear.

with Silliphant and Muto are Commanders Major W. Rob and John Preston, members of the Commander-in-Chief's staff.

Richmond

In answer to a questionnaire sent out by Carlton Duffus, Virginia MPTA, out of 175 theatres there are only five who do not have concessions, with 94 leasing their concessions. Twenty two of the theatres do not operate seven days, and 48 houses reported increased base admissions in the past two years. Of this number, 32 increased adult admissions only, and only one theatre increased the children's admission only. All of the others increased both. Local taxes at the present time are: Blacksburg, \$100 per seat per year; Charlottesville, five per cent; Falls Church, two cents per ticket; Harrisonburg, 10 per cent; Lebanon, one cent per ticket; Lynchburg, five per cent; Martinsville, 10 per cent; Norfolk, 10 per cent; Petersburg, 10 per cent; Portsmouth, 10 per cent; Radford, 10 per cent; Richmond, 5 per cent; Roanoke, five per cent; South Boston, adults two cents, children one cent; Suffolk, 10 per cent, and Virginia Beach, five per cent.

The first carnival of the season opened on Church Hill. . . . "Whip" Wilson was



Among those present at a recent luncheon tendered for the producer and designer of Lopert's "Tales Of Hoffmann," Arcadia, Philadelphia, were, left to right: Merton Shapiro, Arcadia; Emeric Pressburger, producer; Mrs. Pressburger; Hein Heckroth and Bernard Shapiro, Arcadia.

TRADE SCREENINGS

PHILADELPHIA

WARNERS (230 North 13th) Apr. 23, 2.30, "I Was A Communist For The FBI" (Frank Lovejoy, Dorothy Hart, James Millican); May 2, 2.30, "Along The Great Divide" (Kirk Douglas, Virginia Mayo, Walter Brennan).

RKO (250 North 13th) Apr. 24, 10.30, "The Best Of The Bad Men" (Robert Ryan, Claire Trevor, Jack Buettel) (Technicolor); 2.30, "Hard, Fast and Beautiful" (Claire Trevor, Robert Clarke, Sally Forrest).

MGM (1233 Summer) May 3, 11, "The Hometown Story" (Jeffrey Lynn, Marjorie Reynolds); 8, 11, "Mr. Imperium" (Lana Turner, Ezio Pinza, Marjorie Main, Sir Cedric Hardwicke) (Technicolor).

at the Venus. . . . George Peters, Loew's manager, made a tieup with Army and Air Force Recruiting Office on "Up Front." Dan Wilkinson also tied up the Navy Recruiting office for use of "A" boards on "You're in the Navy, Now," Byrd and State. . . . Bob Coulter and George Stitzer, manager and assistant, Byrd, are issuing a very nice folder on their weekly changes, ads paying the cost.

Bob Smeltzer, Warner district manager, and his new Washington manager, Pete DeFazio, were in. . . . Bernice Alley, State staff, was out sick for about a week, Elizabeth Foster substituting. . . . John Curtis Caldwell, Appomattox exhibitor, brought down a party to see "Oklahoma." . . . Helen Vaughan, Century, Petersburg, was here. . . . Sam Northington, manager, Century, Petersburg, has been sick. . . . Ben Pitts' Fredericksburg Drive-In was scheduled to open.

Gertrude Peace, assistant manager, Venus and Ponton, was vacationing. . . . Frank Silveri, assistant manager, Fabian's National, and his bride to be, are shopping. . . . Stewart Tucker, State manager, took his wife to see the cherry blossoms in Washington. . . . Jack Jordan, State staff, had the measles, and then sprained his ankle. . . . Connie Mack enjoyed "You're in the Navy, Now."

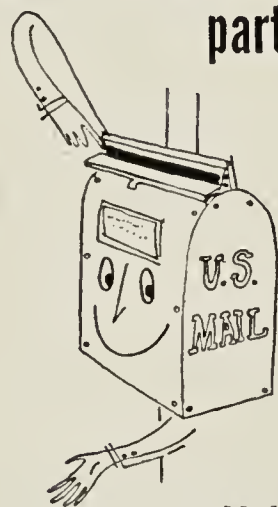
The Showmen's Club held the monthly meeting at the National after getting a midnight lunch at Milton and Deeb's. Among those on hand were Jack Haskins, Charlie Hulbert, Jimmy Ritchie, Bobby Hatcher, Bob Eagan, Frank Silveri, Ober Boyd, Sam Pulliam, Gordon Culley, Stewart Tucker, Joe Usolini, Allen Brown, and Frances Neenan. . . . Sam Gleen, Westhampton staff, took his physical examination as did Rudolph McCann, State staff.

—S. T.

West Virginia Keyser

Doc Williams and his "Border Riders," from WWVA, Wheeling, W. Va., played a recent engagement at Carskadon's Music Hall. . . . Dave Baker is planning on opening his drive-in about the first week in May.

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Allied Artists

I WAS AN AMERICAN SPY—DOCMD—Ann Dvorak, Gene Evans, Douglas Kennedy—Okeh exploitation bet—85m.—see Apr. 11 issue—(AA-19).
SHORT GRASS—W—Rod Cameron, Cathy Downs, Johnny Mack Brown—Good western—83m.—see Jan. 3 issue—(AA-18).
SOUTHSIDE 1-1000—MD—Don DeFore, Andrea King, George Tobias—Suspense-filled meller has the angles for selling—73m.—see Oct. 25 issue—(AA-17).

TO BE REVIEWED OR IN PRODUCTION

DRUMS IN THE DEEP SOUTH—Guy Madison, Barbara Peyton, Barton MacLane—(Supercinacolor).
HIGHWAYMAN, THE—Charles Coburn, Wanda Hendrix, Philip Friend—(Cinecolor).

Astor

BADMAN FROM BIG BEND—W—Cal Shrum, Max Terhune, Alta Lee—Routine western—55m.—see Sept. 27 issue.
HOLY YEAR AT THE VATICAN, THE—DOC—"The March of Time" documentary narrated by Monsignor Fulton J. Sheen—Religious entry should appeal in certain situations—66m.—see Sept. 27 issue—(Made in Italy).

Columbia

(1949-50 releases from 201 up)
(1950-51 releases from 301 up)

ACROSS THE BADLANDS—W—Charles Starrett, Smiley Burnette, Helen Mowery—Above average series entry—55m.—see Sept. 27 issue—(262).
AL JENNINGS OF OKLAHOMA—W—Dan Duryea, Gale Storm, Dick Foran—Good western—79m.—see Jan. 31 issue—(Technicolor)—(327).
BETWEEN MIDNIGHT AND DAWN—MD—Mark Stevens, Edmond O'Brien, Gale Storm—Good melodrama—89m.—see Sept. 27 issue—(328).
BLAZING SUN, THE—MUW—Gene Autry, Pat Buttram, Lynne Roberts—Above average Autry—70m.—see Nov. 8 issue—(246).
BORN YESTERDAY—C—Judy Holliday, William Holden, Broderick Crawford—Highly entertaining adult comedy—103m.—see Nov. 22 issue—Leg.: B—(344).
CHAIN GANG—MD—Douglas Kennedy, Marjorie Lord, Emory Parnell—Okeh for the lower half—70m.—see Oct. 11 issue—(313).
COUNTERSPY MEETS SCOTLAND YARD—MD—Howard St. John, Amanda Blake, Ron Randell—Okeh program for the lower half—67m.—see Nov. 22 issue—(307).
EMERGENCY WEDDING—C—Larry Parks, Barbara Hale, Willard Parker—Pleasing comedy—78m.—see Nov. 22 issue—Leg.: B—(332).
FLAME OF STAMBOUL—MD—Richard Denning, Lisa Ferraday, Norman Lloyd—For the lower half—68m.—see Mar. 14 issue—(314).
FLYING MISSILE, THE—MD—Glenn Ford, Viveca Lindfors, Henry O'Neill—Interesting programmer has plenty of selling angles—92m.—see Jan. 3 issue—(335).
FORT SAVAGE RAIDERS—W—Charles Starrett, Smiley Burnette, John Dehner—Above average western—54m.—see Mar. 8 issue—(365).
FULLER BRUSH GIRL, THE—F—Lucille Ball, Eddie Albert, Carl Benton Reid—Entertaining comedy has plenty of selling angles—85m.—see Sept. 27 issue—(239).
FURY OF THE CONGO—AD—Johnny Weissmuller, Sherry Moreland, William Henry—Routine series entry for the duallers—69m.—see Feb. 28 issue—(329).
GASOLINE ALLEY—CD—Scotty Beckett, Jimmy Lydon, Susan Morrow—Film version of comic strip is packed with selling angles—77m.—see Jan. 17 issue—(301).
GENE AUTRY AND THE MOUNTIES—MUW—Gene Autry, Pat Buttram, Elena Verdugo—Okeh Autry—70m.—see Jan. 31 issue—(351).
GREAT MANHUNT, THE—see State Secret.
HARRIET CRAIG—D—Joan Crawford, Wendell Corey, Lucille Watson—Good women's shaw—94m.—see Nov. 8 issue—(323).
HE'S A COCKEYED WONDER—C—Mickey Rooney, Terry Maare, William Demarest—Amusing comedy for the duallers—77m.—see Nov. 8 issue—(340).
KILLER THAT STALKED NEW YORK, THE—MD—Evelyn Keyes, Charles Korwin, William Bishop—Exploitation entry is packed with selling angles—79m.—see Dec. 6 issue—(241).
KING OF THE WILD HORSES—OD—Rex, William Janney, Dorothy Appleby—Reissue should appeal to action houses—66m.—see Mar. 28 issue—(310).
LAST OF THE BUCCANEERS—ACD—Paul Henreid, Jack Oakie, Karin Booth—Fair adventure drama has names to help—79m.—see Oct. 11 issue—(Technicolor)—(341).
LIGHTNING GUNS—W—Charles Starrett, Smiley Burnette, Gloria Henry—Okeh series entry—55m.—see Dec. 20 issue—(361).
"M"—MD—David Wayne, Howard daSilva, Martin Gabel—Engrossing melodrama has the angles for selling—88m.—see Mar. 14 issue—Leg.: B—(347).
MY TRUE STORY—MD—Helen Walker, Willard Parker, Elisabeth Risdon—Okeh meller for the lower half—67m.—see Mar. 14 issue—(308).
OPERATION X—D—Edward G. Robinson, Richard Greene, Peggy Cummins—Robinson name ought to help fair drama—79m.—see Jan. 3 issue—(English-made)—(333).
PRAIRIE ROUNDUP—W—Charles Starrett, Smiley Burnette, Mary Castle—Okeh "Durango Kid"—53m.—see Jan. 31 issue—(363).
PYGMY ISLAND—MD—Johnny Weissmuller, Ann Savage, David Bruce—Routine series offering for the lower half—69m.—see Nov. 22 issue—(342).
RAIDERS OF TOMAHAWK CREEK—W—Charles Starrett, Smiley Burnette, Kay Buckley—Okeh series entry—55m.—see Nov. 8 issue—(362).
REVENUE AGENT—MD—Douglas Kennedy, Jean Willies, Onslow Stevens—Okeh for the duallers—72m.—see Dec. 20 issue—(312).
RIDIN' THE OUTLAW TRAIL—W—Charles Starrett, Smiley Burnette, Sunny Vickers—Okeh "Durango Kid"—56m.—see Feb. 14 issue—(364).

EXHIBITOR

SERVICESECTION

THE CHECK-UP of all features and shorts for an eight-month period

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SECTION 2
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APRIL 18, 1951

STAGE TO TUSCON—W—Rod Cameron, Wayne Morris, Kay Buckley—Good western—82m.—see Dec. 20 issue—(Technicolor)—(334).
STATE SECRET (The Great Manhunt)—MD—Douglas Fairbanks, Jr., Glynis Johns, Jack Hawkins—Meller rates with the better imports—97m.—see Oct. 11 issue—(English-made)—(331).
TEXAN MEETS CALAMITY JANE, THE—W—Evelyn Ankers, James Ellison, Lee White—Color may help mild western—71m.—see Oct. 25 issue—(Cinecolor)—(303).
TEXANS NEVER CRY—MUW—Gene Autry, Pat Buttram, Mary Castle—Standard Autry—66m.—see Mar. 14 issue—(352).
TOUGHER THEY COME, THE—MD—Wayne Morris, Preston Foster, Kay Buckley—Okeh programmer for the duallers—69m.—see Dec. 6 issue—(305).
VALENTINO—BID—Anthony Dexter, Eleanor Parker, Richard Carlson, Patricia Medina—Should ride into the better money—105m.—see Feb. 14 issue—Leg.: B—(Technicolor)—(320).
VATICAN, THE—DOC—Documentary of life in the Vatican—Good entry for art houses and Catholic audiences—38m.—see Sept. 27 issue—(Technicolor)—(Made in Italy).
WHIRLWIND—W—Gene Autry, Smiley Burnette, Gail Davis—Good Autry—70m.—see Apr. 11 issue—(354).
YANK IN KOREA, A—MD—Lon McCallister, William Phillips, Sunny Vickers—Topical film will fit into the duallers—73m.—see Feb. 14 issue—(346).

TO BE REVIEWED OR IN PRODUCTION

BAREFOOT MAILMAN, THE—Robert Cummings, Terry Moore, Jerome Courtland—(Supercinacolor).
BONANZA TOWN—Charles Starrett, Smiley Burnette—(367).
BIG GUSHER, THE—Wayne Morris, Preston Foster, Dorothy Patrick.
BRAVE BULLS, THE—Mel Ferrer, Jose Torvay, Miroslava—(321).

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or unclassified by the Legion.

Abbreviations following titles indicate type of picture.
ACD—Action drama
AD—Adventure drama
ACMU—Action musical
ADMD—Adult melodrama
BID—Biographical drama
BIDMU—Biographical drama with music
C—Comedy
CAR—Cartoon feature
CD—Comedy drama
CDMU—Comedy drama musical
CFAN—Comedy fantasy
CFANMU—Comedy fantasy musical
CMD—Comedy melodrama
CMU—Comedy musical
COMP—Compilation
COSMD—Costume melodrama
D—Drama
DFAN—Drama fantasy
DMU—Dramatic musical
DOC—Documentary
DOCD—Documentary drama
DOCMD—Documentary melodrama
ED—Educational feature
F—Farce
FAN—Fantasy
FANMU—Fantasy musical
FMD—Factual melodrama
FMU—Farce musical
HISD—Historical drama
MDMU—Melodrama musical
MD—Melodrama
MUC—Musical comedy
MUCD—Musical comedy drama
MU—Musical
MUSAT—Musical satire
MUW—Musical western
MY—Mystery
MYC—Mystery comedy
MYCM—Mystery comedy musical
MYD—Mystery drama
MYMD—Mystery melodrama
MYMU—Mystery musical
MYW—Mystery western
NOV—Novelty
OPC—Operatic comedy
OPD—Operatic drama
OD—Outdoor drama
OMD—Outdoor melodrama
PD—Psychological drama
ROMC—Romantic comedy
ROMCMU—Romantic comedy musical
ROMD—Romantic drama
ROMDMU—Romantic drama with music
SAT—Satire
SCD—Sex comedy drama
TRAV—Travelogue
W—Western
WC—Western comedy
WCMU—Western comedy musical
WD—Western drama
WMD—Western melodrama
WMDMU—Western melodrama musical
WMU—Western musical

CHINA CORSAIR—Jon Hall, Lisa Ferraday, Ron Rondell.
CRIMINAL LAWYER—Pat O'Brien, Jane Wyatt, Mike Mazurki.
CYCLONE FURY—Charles Starrett, Smiley Burnette.
FIVE—William Phipps, Susan Douglas, James Anderson.
HARLEM GLOBETROTTERS, THE—Thomas Gomez, Dorothy Dandridge, The Harlem Globetrotters.
HER FIRST ROMANCE—Margaret O'Brien, Allen Martin, Jr., Joseph Fallon.
HURRICANE ISLAND—Jon Hall, Marie Windsor, Romo Vincent—(Supercinacolor).
LEFTY FARRELL—Elizabeth Scott, Terry Moore, Alexander Knox.
LORNA DOONE—Barbara Hale, Richard Greene, Wally Bishop—(Technicolor)—(336).
MAGIC CARPET—Lucille Ball, John Agar, Patricia Medina—(Supercinacolor).
MASK OF THE AVENGER—John Derek, Jody Lawrence, Anthony Quinn—(Technicolor).
NO HELP FROM HEAVEN—Dane Clark, Cathy O'Donnell, Tom Drake.
OUTLAW TAMER, THE—Charles Starrett, Smiley Burnette, Nancy Saunders.
PICKUP—Beverly Michaels, Hugo Haas, Allan Nixon.
REMEMBER THAT FACE—Broderick Crawford, Betty Huelter, Otto Huelter.
SANTA FE—Randolph Scott, Janis Carter, Jerome Courtland—(Technicolor)—(330).
SATURDAY'S HERO—John Derek, Donna Reed, Otto Huelter—(318).
SECRET, THE—John Derek, Lee J. Cobb, Jody Lawrence.
SILVER CANYON—Gene Autry, Gail Davis, Pat Buttram.
SIROCCO—Humphrey Bogart, Lee J. Cobb, Marta Toren.
SMUGGLER'S GOLD—Cameron Mitchell, Amanda Blake, Carl Benton Reid—(315).
SNAKE RIVER DESPERADOES—Charles Starrett, Smiley Burnette—(366).
SON OF DR. JEKYLL—Louis Hayward, Alexander Knox, Jody Lawrence.
SUNNY SIDE OF THE STREET—Jerome Courtland, Terry Moore, Lynn Bari—(Supercinacolor).
TEN TALL MEN—Burt Lancaster, Jody Lawrence, Gilbert Roland—(Technicolor).
TEXAS RANGERS—George Montgomery, Gale Storm, John Lital—(Supercinacolor)—(325).
WHEN THE REDSKINS RODE—Jon Hall, Mary Castle, Sherry Moreland—(Supercinacolor)—(339).
WHISTLE AT EATON FALLS, THE—Dorothy Gish, Lloyd Bridges, Carleton Carpenter.

Eagle Lion Classics

(1949-50 releases from 001 up)
(1950-51 releases from 201 up)

BLUE LAMP, THE—MD—Jack Warner, Jimmy Honley, Gwynne Whitby—Good British meller—84m.—see Jan. 31 issue—(English-made)—(016).
BORDER OUTLAWS—W—Spade Cooley, Maria Hart, Bill Edwards—Routine western—58m.—see Dec. 6 issue—(260).
CATTLE QUEEN—W—Maria Hart, Drake Smith, William Fawcett—Routine western—69m.—see Feb. 14 issue.
CIRCLE OF DANGER—D—Ray Milland, Patricia Roc, Marius Goring—Name draw will have to make the difference—86m.—see Mar. 28 issue—(English-made)—(207).
GOLDEN SALAMANDER—MD—Trevor Howard, Anouk, Herbert Lom—Interesting import has appeal for class, art spots—96m.—see Dec. 6 issue—(English-made)—(Made in North Africa)—(271).
I KILLED GERONIMO—W—James Ellison, Virginia Herrick, Chief Thundercloud—Good Indian war thriller for the duallers—61m.—see Oct. 25 issue—(071).
KANGAROO KID, THE—W—Jack O'Mahoney, Guy Doleman, Veda Ann Borg—For the lower half—73m.—see Oct. 11 issue—(Australian-made)—(037).
KOREA PATROL—DOCMD—Richard Emory, Benson Fong, Teri Duna—Timely exploitation entry has the angles—57m.—see Dec. 20 issue—(211).
LONG DARK HALL, THE—MYMD—Rex Harrison, Lilli Palmer, Tania Held—Import has restricted appeal—88m.—see Mar. 14 issue—(English-made).
MISTER UNIVERSE—F—Jack Carson, Janis Paige, Bert Lahr, Robert Alda—Satire on wrestling racket packs plenty of laughs—90m.—see Jan. 17 issue—(208).
MY BROTHER, THE OUTLAW (My Outlaw Brother)—W—Mickey Rooney, Wanda Hendrix, Robert Preston—Names should help interesting programmer—82m.—see Feb. 14 issue—(Made in Mexico)—(209).

MY OUTLAW BROTHER—see My Brother The Outlaw.
ONE MINUTE TO TWELVE—D—Lars Hanson, Gunnel Brostrom, Anna Lindahl—Intriguing import may have appeal for some art spots—78m.—see Jan. 17 issue—(Swedish-made)—(English dubbing)—(203).
PAPER GALLOWES—MD—Dermot Walsh, Rona Anderson, John Bentley—Average import for the lower half—68m.—see Nov. 22 issue—(English-made)—(272).
PREHISTORIC WOMEN—NOV—Laurette Luez, Allan Nixon, Mara Lynn—Novelty has loads of exploitation angles—74m.—see Dec. 20 issue—Leg.: B—(Cinecolor)—(205).
ROGUE RIVER—OMD—Rory Calhoun, Peter Graves, Ellye Marshall—Okeh program meller for the duallers—82m.—see Dec. 6 issue—Leg.: B—(Cinecolor)—(201).
SCOTT OF THE ANTARCTIC—AD—John Mills, Derek Bond, Harold Warrender—Adventure drama will have most appeal for the art and class houses—102m.—see Apr. 13, '49 issue—(English-made)—(Rank)—(Technicolor).
SECOND FACE, THE—D—Ella Raines, Bruce Bennett, Rita Johnson—Dramatic entry will fit into the duallers—77m.—see Dec. 20 issue—Leg.: B—(204).
SKIPALONG ROSENBLUM—NOV—Maxie Rosenbloom, Max Baer, Hilory Brooke—Novelty has plenty of selling angles—72½m.—see Feb. 28 issue—(213).
SO LONG AT THE FAIR—D—Jean Simmons, Dirk Bogarde, David Tomlinson—Interesting import for the art, class spots—85m.—see Jan. 31 issue—(English-made)—(270).
SUN SETS AT DAWN, THE—Sally Parr, Philip Shawn, duallers—72m.—see Nov. 22 issue—(212).
TAMING OF DOROTHY, THE—F—Jean Kent, Robert Beatty, Margaret Rutherford—Pleasing import for the lower half—75m.—see Dec. 6 issue—Leg.: B—(Made in Italy)—(273).
THEY WERE NOT DIVIDED—D—Edward Underdown, Ralph Clanton, Helen Cherry—British import will have appeal only for a few spots—90m.—see Mar. 14 issue—(English-made).
TIMBER FURY—ACD—David Bruce, Laura Lee, Nicola Di Bruno—Routine dualler—63m.—see Aug. 2 issue—(206).
TWO LOST WORLDS—AD—Laura Elliott, Jim Arness, Gloria Petroff—Exploitable adventure yarn for the duallers—65m.—see Dec. 6 issue—(202).
WHEN I GROW UP—D—Bobby Driscoll, Robert Preston, Martho Scott—Drama of child's problems will fit into the duallers—92m.—see Apr. 11 issue.
WICKED CITY, THE—MD—Maria Montez, Jean-Pierre Aumont, Lilli Palmer—Mediocre import—75m.—see Dec. 20 issue—(French-made)—(206).

TO BE REVIEWED OR IN PRODUCTION

BADMAN'S GOLD—Johnny Carpenter, Alyn Lockwood, Troy Tarrell.
HOODLUM, THE—Laurence Tierney, Allene Roberts, Edward Tierney.
NAUGHTY ARLETTE—Mai Zetterling, Hugh Williams, Paul Dupuis—Leg.: B—(English-made)—(86m.)—(274).
OLIVER TWIST—Robert Newton, Alec Guinness, Kay Walsh—(English-made)—(828).
VOLCANO—Anna Magnani, Geraldine Brooks—Leg.: B—(Italian-made)—(210).
WHITE ROAD, THE—Glenn Ford, Geraldine Brooks—(Made in France).

Hallmark

ONE TOO MANY—D—Ruth Warrick, Richard Travis, Ginger Prince—Exploitation film is packed with selling angles—105m.—see Dec. 20 issue.

TO BE REVIEWED OR IN PRODUCTION

SECRETS OF BEAUTY—Julie Bishop, Richard Denning, Ern Westmore.
SHE SHOULDA SAID NO—Lila Leeds, Alon Boxter, Lyle Talbot—85m.

Lippert

(SCREEN GUILD)

(1949-50 releases from 4901 up)

(1950-51 releases from 5001 up)

BANDIT QUEEN—MD—Barbara Britton, Barton MacLane, Willard Parker—Good meller for the duallers—69m.—see Dec. 20 issue—(5011).
BORDER RANGERS—W—Don Barry, Robert Lowery, Pamela Blake—Routine western—57m.—see Oct. 11 issue—(4933).
CROOKED RIVER—W—James "Shamrock" Ellison, Russ "Lucky" Hayden, Betty Adams—Okeh western—55m.—see Sept. 27 issue—(4926).
FINGERPRINTS DON'T LIE—MD—Richard Travis, Sheila Ryan, Sid Melton—For the lower half—54m.—see Mar. 14 issue—(5015).
GUNFIRE—W—Don Barry, Pamela Blake, Robert Lowery—Routine western—59m.—see Nov. 8 issue—(4932).
HOLIDAY RHYTHM—CMU—Mary Beth Hughes, David Street, Wally Vernon—Pleasing musical for the lower half—60, 70m.—see Oct. 25 issue—(4911).
MASK OF THE DRAGON—MYD—Richard Travis, Sheila Ryan, Sid Melton—For the lower half—54m.—see Mar. 28 issue—(5013).
STEEL HELMET, THE—D—Robert Hutton, Steve Brodie, James Edwards, Gene Evans—Exploitation show is packed with selling angles—86m.—see Jan. 17 issue—(5009).
3 DESPERATE MEN—WMD—Preston Foster, Jim Davis, Virginia Grey—Familiar western melodrama will fit into the duallers—71m.—see Jan. 31 issue—(5006).
TRAIN TO TOMBSTONE—W—Don Barry, Robert Lowery, Judith Allen—Routine western—57m.—see Dec. 6 issue—(4934).

TO BE REVIEWED OR IN PRODUCTION

DANGER ZONE—Hugh Beaumont, Pamela Blake, Tom Neal—(5017).
G.I. JANE—Jean Porter, Tom Neal, Iris Adrian.
KENTUCKY JUBILEE—Jerry Colonna, Jean Porter, James Elison—(5007).
LITTLE BIG HORN—John Ireland, Lloyd Bridges, Marie Windsor—(5003).
PIER 23—Hugh Beaumont, Ann Savage, Edward Brophy—(5018).

ROARING CITY—Hugh Beaumont, Richard Travis, Joan Valerie—(5016).
SAVAGE DRUMS—Sabu, Lita Baron, Sid Melton.
STOP THAT CAB—Sid Melton, Iris Adrian, Tom Neal—(5014).
THAT'S SHOW BUSINESS—Jimmy Mulcahy, Mildred Mulcahy, Paul Gordon.
YES SIR, MR. BONES—Flournoy Miller, Jimmy O'Brien, Monette Moore.

Metro

(1949-50 releases from 1 up)

(1950-51 releases from 101 up)

CAUSE FOR ALARM—D—Loretta Young, Barry Sullivan, Bruce Cowling—Interesting programmer—74m.—see Jan. 31 issue—(118).
DIAL 1119—MD—Marshall Thompson, Virginia Field, Andrea King—Okeh melodrama for the duallers—74m.—see Sept. 27 issue—(107).
FATHER'S LITTLE DIVIDEND—C—Spencer Tracy, Joan Bennett, Elizabeth Taylor—Good comedy—81m.—see Feb. 28 issue—(124).
GO FOR BROKE—MD—Van Johnson, Lane Nakano, George Miki—High rating—90m.—see Mar. 28 issue.
GROUND FOR MARRIAGE—C—Van Johnson, Kathryn Grayson, Paula Raymond—Pleasing comedy—91m.—see Dec. 20 issue—Leg.: B—(114).
INSIDE STRAIGHT—MD—David Brian, Arlene Dahl, Barry Sullivan, Mercedes McCambridge—Names should help interesting melodrama—87m.—see Mar. 14 issue—Leg.: B—(123).
KIM—HISTD—Errol Flynn, Dean Stockwell, Laurette Luez—Picturization of classic is crammed with merchandising angles—112m.—see Dec. 20 issue—(Technicolor)—(Made in India)—(185).
KING SOLOMON'S MINES—AD—Deborah Kerr, Stewart Granger, Richard Carlson—High rating adventure drama—102m.—see Sept. 27 issue—(Technicolor)—(Made in Africa)—(109).
MAGNIFICENT YANKEE, THE—BID—Louis Calhern, Ann Harding, Edward Franz—High rating—89m.—see Nov. 22 issue—(116).
METRO-GOLDWYN-MAYER STORY, THE—COMP—All star cast—Free MGM feature trailer should hold interest—56m.—see Mar. 14 issue—(Partly Technicolor)—(145).
MINIVER STORY, THE—MD—Greer Garson, Walter Pidgeon, John Hodiak—Names should help women's show—104m.—see Oct. 11 issue—Leg.: B—(Made in England)—(106).
MRS. O'MALLEY AND MR. MALONE—C—Marjorie Main, James Whitmore, Ann Dvorak—Pleasing comedy for the duallers—69m.—see Nov. 8 issue—Leg.: B—(111).
PAGAN LOVE SONG—CDMU—Esther Williams, Howard Keel, Minna Gombell—Star draw should help pleasing entry—76m.—see Jan. 3 issue—(Technicolor)—(112).
PAINTED HILLS, THE—OMD—Lassie, Paul Kelly, Bruce Cowling—Good for small town, family trade—68m.—see Mar. 28 issue—(Technicolor)—(125).
ROYAL WEDDING—MUC—Fred Astaire, Jane Powell, Peter Lawford—High rating—92m.—see Feb. 14 issue—(Technicolor)—(121).
SOLDIERS THREE—CD—Stewart Granger, Walter Pidgeon, David Niven, Greta Gynt—Names will make the difference—90m.—see Mar. 28 issue—(126).
TERESA—D—Pier Angeli, John Ericson, Patricia Colline—Sensitive, interesting drama should have most appeal for class spots—102m.—see Feb. 28 issue—(Partly made in Italy).
THREE GUYS NAMED MIKE—CD—Jane Wyman, Van Johnson, Howard Keel, Barry Sullivan—Pleasing comedy—90m.—see Feb. 14 issue—(119).
TO PLEASE A LADY—ACD—Clark Gable, Barbara Stanwyck, Adolphe Menjou—Fair drama will have to depend on name draw—92m.—see Oct. 11 issue—(105).
TWO WEEKS WITH LOVE—CMU—Jane Powell, Ricardo Montalban, Louis Calhern, Ann Harding—Pleasing musical—92m.—see Oct. 25 issue—(Technicolor)—(108).
VENGEANCE VALLEY—WMD—Burt Lancaster, Robert Walker, Joanne Dru—Good western melodrama—82m.—see Feb. 14 issue—(Technicolor)—(117).
WATCH THE BIRDIE—F—Red Skelton, Arlene Dahl, Ann Miller—Mild Skelton for the duallers—71m.—see Dec. 6 issue—(113).

TO BE REVIEWED OR IN PRODUCTION

ACROSS THE WIDE MISSOURI—Clark Gable, Maria Elena Marques, John Hodiak, Ricardo Montalban, Adolphe Menjou—(Technicolor).
AMERICAN IN PARIS, AN—Gene Kelly, Leslie Caron, Oscar Levant—(Technicolor)—(122).
ANGEL AND THE PIRATES, THE—Paul Douglas, Janet Leigh, Jonathan Cott.
BANNER LINE—Sally Forrest, Keefe Brasselle, Lionel Barrymore.
BIG APPLE, THE—Lana Turner, Robert Taylor, Van Johnson.
CALLING BULLDOG DRUMMOND—Walter Pidgeon, Margaret Leighton, Robert Beatty—(Made in England).
EXCUSE MY DUST—Red Skelton, Macdonald Carey, Sally Forrest—(Technicolor).
GREAT CARUSO, THE—Mario Lanza, Ann Blyth, Dorothy Kirsten—(Technicolor)—(127).
HOMETOWN STORY—Jeffrey Lynn, Marjorie Reynolds, Kenny McEvoy.
IT'S A BIG COUNTRY—Ethel Barrymore, Van Johnson, Fredric March, William Powell.
KIND LADY—Ethel Barrymore, Maurice Evans, Angela Lansbury.
LAW AND LADY LOVERLY, THE—Greer Garson, Michael Wilding, Marjorie Main.
LOVE IS BETTER THAN EVER—Elizabeth Taylor, Larry Parks, Josephine Hutchinson.
MR. IMPERIUM—Lana Turner, Ezio Pinza, Marjorie Main, Sir Cedric Hardwicke—(Technicolor).
NO QUESTIONS ASKED—Barry Sullivan, Arlene Dahl, George Murphy.
NORTH COUNTRY, THE—Stewart Granger, Wendell Corey—(Anscocolor).
PANDORA AND THE FLYING DUTCHMAN—Ava Gardner, James Mason, Nigel Patrick—(Technicolor)—(Made in Europe).

PEOPLE AGAINST O'HARA, THE—Spencer Tracy, Pat O'Brien, Diana Lynn.
PEOPLE IN LOVE—Ray Milland, John Hodiak, Nancy Davis.
PLYMOUTH ADVENTURE—Spencer Tracy, Deborah Kerr, Van Johnson.
QUO VADIS—Robert Taylor, Deborah Kerr, Leo Genn—(Technicolor)—(Made in Italy).
RAIN, RAIN GO AWAY—James Whitmore, Nancy Davis, Jean Hagen.
RED BADGE OF COURAGE, THE—Audie Murphy, Bill Mauldin, Royal Dano—(121).
RICH, YOUNG AND PRETTY—Jane Powell, Vic Damone, Danielle Darrieux—(Technicolor).
SHOWBOAT—Kathryn Grayson, Howard Keel, Ava Gardner, Joe E. Brown—(Technicolor).
STANDOFF—Marshall Thompson, Keefe Brasselle, Virginia Field.
STRICTLY DISHONORABLE—Ezio Pinza, Janet Leigh, Milford Mitchell.
STRIP, THE—Mickey Rooney, Sally Forrest, James Craig.
TALL TARGET, THE—Dick Powell, Paula Raymond, Adolphe Menjou.
TEXAS CARNIVAL—Esther Williams, Red Skelton, Howard Keel—(Technicolor).
THEY ALL SING—Mario Lanza, Frank Sinatra, Mickey Rooney, Jimmy Durante.
THIN KNIFE, THE—Walter Pidgeon, Ann Harding, Lewis Stone.
WESTWARD THE WOMEN—Robert Taylor, Denise Darcel, Hope Emerson.

Monogram

(1949-50 releases from 4901 up)

(1950-51 releases from 5001 up)

ABILENE TRAIL—W—Whip Wilson, Andy Clyde, Neel Neill—Average Wilson—64m.—see Feb. 14 issue—(4946).
BIG TIMBER—MD—Roddy McDowall, Jeff Donnell, Lyn Thomas—For the duallers—73m.—see Oct. 25 issue—(4908).
BLUE BLOOD—MD—Bill Williams, Jone Nigh, Arthur Shields—Good horse racing yarn for neighborhood and family audiences—72m.—see Jan. 31 issue—(Cinecolor)—(4904).
BLUES BUSTERS—CMU—Leo Gorcey, Huntz Hall, Adele Jergens—Better series entry for the duallers—67m.—see Nov. 8 issue—(4916).
BOWERY BATTALION—CMD—Leo Gorcey, Huntz Hall, Virginia Hewitt—Amusing series entry—68m.—see Jan. 17 issue—(5111).
CALL OF THE KLONDIKE—MD—Kirby Grant, Chinook, Anne Gwynne—Okeh programmer for the lower half—66m.—see Dec. 20 issue—(4920).
CHEROKEE UPRISING—W—Whip Wilson, Andy Clyde, Lois Hall—Standard Whip Wilson—57m.—see Nov. 8 issue—(4944).
COLORADO AMBUSH—W—Johnny Mack Brown, Myron Healey, Lois Hall—Okeh western—52m.—see Jan. 31 issue—(4955).
FATHER'S WILD GAME—CD—Raymond Walburn, Walter Catlett, Jane Darwell—Satisfactory series entry—61m.—see Dec. 6 issue—(5125).
GYPSY FURY—COSD—Viveca Lindfors, Christopher Kent, Johnny Chambo—Interesting import—94m.—see Feb. 14 issue—Leg.: B—(Made in Sweden)—(English dialogue)—(5192).
HIDDEN CITY, THE—AD—Johnny Sheffield, Sue England, Paul Guilfoyle—Okeh "Bomba" entry for the lower half—71m.—see Oct. 25 issue—(4906).
HOT ROD—MD—James Lydon, Gloria Winters, Gil Stratton—Okeh action for the duallers—61m.—see Oct. 25 issue—(4918).
JOE PALOOKA IN THE SQUARED CIRCLE—CMD—Joe Kirkwood, Jr., James Gleason, Lois Hall—Okeh series entry—63m.—see Nov. 22 issue—(5117).
LAW OF THE PANHANDLE—W—Johnny Mack Brown, Jane Adams, Riley Hill—Okeh western—55m.—see Oct. 11 issue—(4953).
LION HUNTERS, THE—AD—Johnny Sheffield, Morris Ankrum, Ann Todd—For the lower half—72m.—see Apr. 11 issue—(5109).
NAVY BOUND—ACD—Tom Neal, Wendy Waldron, Regis Toomey—Good lower half entry—60m.—see Mar. 14 issue—(5120).
OUTLAWS OF TEXAS—W—Whip Wilson, Andy Clyde, Phyllis Coates—Series average—56m.—see Dec. 20 issue—(4945).
OVER THE BORDER—W—Johnny Mack Brown, Wendy Waldron, Myron Healey—Good series entry—57½m.—see May 24 issue—(4952).
OUTLAW GOLD—W—Johnny Mack Brown, Jane Adams, Myron Healey—Okeh western—51m.—see Dec. 6 issue—(4954).
RHYTHM INN—CMU—Jane Frazee, Kirby Grant, Charles Smith—Amusing programmer for the lower half—73m.—see Feb. 14 issue—(5115).
SIERRA PASSAGE—OMD—Wayne Morris, Lola Albright, Alan Hale, Jr.—Interesting outdoor melodrama—81½m.—see Jan. 3 issue—Leg.: B—(5107).
SILVER RAIDERS—W—Whip Wilson, Andy Clyde, Virginia Herrick—Good series entry—55m.—see Sept. 27 issue—(4943).
VICIOUS YEARS, THE—D—Tommy Cook, Gar Moore, Sybil Merritt—Neat drama for the lower half—79m.—see Mar. 1 issue—(Originally distributed by Film Classics)—(5191).

TO BE REVIEWED OR IN PRODUCTION

ACCORDING TO MRS. HOYLE—Spring Byington, Tani Chandler, Stephen Chase—(5122).
BLAZING BULLETS—Johnny Mack Brown, Lois Hall, Myron Healey—(5142).
CANYON RAIDERS—Whip Wilson, Fuzzy Knight, Phyllis Coates—(5151).
CASA MANANA—Robert Clarke, Virginia Welles, Carol Brewster.
CAVALRY SCOUT—Rod Cameron, Jim Davis, Audrey Long—(Cinecolor)—(5101).

FATHER TAKES THE AIR—Raymond Walburn, M'liss McClure, Gary Gray.
GHOST CHASERS—Leo Gorcey, Huntz Hall, Jan Kayne—(5112).
MAN FROM SONORA—Johnny Mack Brown, Phyllis Coates, Lyle Talbot—(5141).
NEVADA BADMEN—Whip Wilson, Fuzzy Knight, Phyllis Coates—(5152).

Paramount

(1949-50 releases from 4901 up)

(1950-51 releases from 5001 up)

AT WAR WITH THE ARMY—F—Dean Martin, Jerry Lewis, Polly Bergen—Star draw will make the difference—93m.—see Dec. 20 issue—(5014).
BRANDED—OACD—Alan Ladd, Mona Freeman, Charles Bickford—Good outdoor show—94m.—see Dec. 6 issue—(Technicolor)—(5009).
CASSINO TO KOREA—DOC—Narrated by Quentin Reynolds, Sergeant James Logan, Jackson Beck—High grade documentary—58m.—see Oct. 11 issue—(5008).
DEAR WIFE—C—William Holden, Joan Caulfield, Edward Arnold—Pleasing comedy—87m.—see Nov. 9 issue—(4912).
GOLDBERGS, THE (Molly)—C—Gertrude Berg, Phillip Loeb, Eli Mintz—High rating comedy—83m.—see Dec. 6 issue—(5011).
GREAT MISSOURI RAID, THE—WD—Wendell Corey, Macdonald Carey, Ellen Drew—Names should help fast-moving outdoor show—85m.—Leg.: B—see Dec. 6 issue—(Technicolor)—(5013).
LAST OUTPOST, THE—OMD—Ronald Reagan, Rhonda Fleming, Bruce Bennett—Names should help Civil War melodrama—87m.—see Apr. 25 issue—(Technicolor)—(5020).
LEMON DROP KID, THE—C—Bob Hope, Marilyn Maxwell, Lloyd Nolan—Hope starrer should ride into the better money—91m.—see Mar. 28 issue—Leg.: B—(5018).
LET'S DANCE—MU—Betty Hutton, Fred Astaire, Roland Young—Highly entertaining entry should ride into the better grosses—112m.—see Sept. 13 issue—(Technicolor)—(5006).
MATING SEASON, THE—C—Gene Tierney, John Lund, Thelma Ritter—High rating—101m.—see Jan. 17 issue—(5016).
MOLLY—see Goldbergs, The
MR. MUSIC—CMU—Bing Crosby, Nancy Olson, Charles Coburn—Should ride into the better grosses—113m.—see Sept. 13 issue—(5007).
QUEBEC—MD—John Barrymore, Jr., Corinne Calvet, Barbara Rush—Historical spectacle will need plenty of push—85m.—see Mar. 14 issue—Leg.: B—(Made in Canada)—(Technicolor)—(5017).
REDHEAD AND THE COWBOY, THE—OMD—Glenn Ford, Edmond O'Brien, Rhonda Fleming—Names should help interesting outdoor melodrama—82m.—see Dec. 20 issue—(5015).
SAMSON AND DELILAH—HISTD—Hedy Lamarr, Victor Mature, George Sanders—Excellent entertainment—128m.—see Jan. 17 issue—(Technicolor)—(5010).
SEPTEMBER AFFAIR—ROMD—Joan Fontaine, Joseph Cotton, Francoise Rosay—Good romance for the femme trade—104m.—see Oct. 25 issue—Leg.: B—(Partly filmed in Italy)—(5012).
TRIO—CD—Jean Simmons, James Hayter, Kathleen Harrison, Felix Aylmer, Nigel Patrick—Well-made class entry is best for art spots—91m.—see Sept. 27 issue—(English-made)—(5030).
TRIPOLI—AMD—Maureen O'Hara, John Payne, Howard da Silva—Colorful adventure entry has plenty of selling angles—95m.—see Oct. 11 issue—(Technicolor)—(5005).

TO BE REVIEWED OR IN PRODUCTION

AARON SLICK FROM PUNKIN CRICK—Alan Young, Dinah Shore, Robert Merrill—(Technicolor).
ACE IN THE HOLE—Kirk Douglas, Jan Sterling, Porter Hall—112m.—(5023).
APPOINTMENT WITH DANGER—Alan Ladd, Phyllis Calvert, Blossom Plumb—89m.—(5019).
CARRIE—Laurence Olivier, Jennifer Jones, Eddie Albert.
COUNTER INTELLIGENCE—Gene Tierney, Ray Milland.
CROSSWINDS—John Payne, Rhonda Fleming, Forrest Tucker—(Technicolor).
DARLING, HOW COULD YOU?—Joan Fontaine, John Lund, Peter Hanson.
DEAR BRAT—Mona Freeman, Billy DeWolfe, Edward Arnold—82m.—(5021).
DETECTIVE STORY—Kirk Douglas, Eleanor Parker, William Bendix.
EAGLES OF THE NAVY—Alan Ladd, William Bendix.
FLAMING FEATHER—Sterling Hayden, Barbara Rush, Forest Tucker—(Technicolor).
GREATEST SHOW ON EARTH, THE—Betty Hutton, James Stewart, Dorothy Lamour—(Technicolor).
HERE COMES THE GROOM—Bing Crosby, Jane Wyman, Franchot Tone.
MY FAVORITE SPY—Bob Hope, Hedy Lamarr, Arnold Mars.
MY SON JOHN—Helen Hayes, Van Heflin, Robert Walker.
PASSAGE WEST—John Payne, Arleen Whelan, Dennis O'Keefe—(Technicolor)—80m.—(5022).
PEKING EXPRESS—Joseph Cotten, Corinne Calvet, Edmund Gwenn.
PLACE IN THE SUN, A—Montgomery Clift, Elizabeth Taylor, Shelley Winters—(5025).
QUANTRELL'S RAIDERS—Alan Ladd, John Ireland, Arthur Kennedy—(Technicolor).
RAGE OF THE VULTURE—Charles Boyer, Alan Ladd, Deborah Kerr, Corinne Calvet.
RHUBARB—Ray Milland, Jan Sterling, Gene Lockhart.
SOMETHING TO LIVE FOR—Ray Milland, Teresa Wright, Joan Fontaine.
STOOGE, THE—Dean Martin, Jerry Lewis, Polly Bergen.
SUBMARINE COMMAND—William Holden, Nancy Olson, John Lund.
THAT'S MY BOY—Dean Martin, Jerry Lewis, Polly Bergen—(5026).
WARPATH—Edmond O'Brien, Dean Jagger, Polly Bergen—(Technicolor)—(5024).
WHEN WORLDS COLLIDE—Peter Hanson, John Hoyt, Judith Ames—(Technicolor).

RKO

(1949-50 releases from 001 up)

(1950-51 releases from 101 up)

BOMBARDIER—MD—Pat O'Brien, Randolph Scott, Ann Shirley—Reissue war story has names to sell—99m.—see Dec. 6 issue—(161).
CHINA SKY—MD—Randolph Scott, Ruth Warrick, Ellen Drew—China war meller reissue has possibilities—76m.—see Dec. 6 issue—(162).
COMPANY SHE KEEPS, THE—D—Dennis O'Keefe, Elizabeth Scott, Jane Greer—Fair program drama—81m.—see Jan. 3 issue—(109).
CRY DANGER—MD—Dick Powell, Rhonda Fleming, Dick Erdman—Good melodrama—79m.—see Feb. 14 issue—Leg.: B—(115).
DOUBLE DEAL—MD—Marie Windsor, Richard Denning, Taylor Holmes—For the lower half—64m.—see Jan. 3 issue—(112).
EXPERIMENT ALCATRAZ—MD—John Howard, Joan Dixon, Walter Kingsford—Okeh meller for the lower half—58m.—see Dec. 6 issue—(107).
FOOTLIGHT VARIETIES—COMP—Leon Errol, Jack Paar, Melissa Mason—For the lower half—61m.—see Mar. 28 issue—Leg.: B.
GAMBLING HOUSE—MD—Victor Mature, Terry Moore, William Bendix—Names will help interesting melodrama—80m.—Leg.: B—see Jan. 3 issue—(110).
HUNT THE MAN DOWN—MYMD—Gig Young, Lynn Roberts, Mary Anderson—Okeh dualler—68m.—see Jan. 3 issue—(111).
JOAN OF ARC—HISTD—Ingrid Bergman, Jose Ferrer, Francis L. Sullivan—Regular release of roadshow has plenty of selling angles—118m.—see Oct. 25 issue—(Technicolor)—(165).
KON-TIKI—DOC—Thor Heyerdahl, Knut Haugland, Erik Hesselberg—Topflight documentary—73m.—see Mar. 28 issue.
LADY TAKES A CHANCE, THE—AC—Jean Arthur, John Wayne, Charles Winninger—Comedy reissue has names to sell—87m.—see Dec. 6 issue—(164).
LAW OF THE BADLANDS—W—Tim Holt, Joan Dixon, Richard Martin—Above average series entry—60m.—see Jan. 3 issue—(113).
MAD WEDNESDAY—C—Harold Lloyd, Frances Ramsden, Margaret Hamilton—Harold Lloyd starrer will need plenty of push—77m.—see Nov. 8 issue—(166).
MR. LUCKY—CD—Cary Grant, Laraine Day, Charles Bickford—Names should help reissue—100m.—see Dec. 6 issue—(163).
MY FORBIDDEN PAST—D—Ava Gardner, Robert Mitchum, Melvyn Douglas—Mild programmer has name draw to help—79m.—see Mar. 28 issue.
NEVER A DULL MOMENT—C—Irene Dunne, Fred MacMurray, William Demarest—Name draw should help pleasing comedy—89m.—see Nov. 8 issue—(106).
PAYMENT ON DEMAND—D—Bette Davis, Barry Sullivan, Jane Cowl—Good women's show—89m.—see Feb. 28 issue—Leg.: B—(171).
RIO GRANDE PATROL—W—Tim Holt, Jane Nigh, Richard Martin—Below average for the series—60m.—see Nov. 22 issue—(108).
SADDLE LEGION—W—Tim Holt, Richard Martin, Dorothy Malone—Standard outdoor show—60m.—see Mar. 28 issue.
TARZAN AND THE AMAZONS—MD—Johnny Weismuller, Brenda Joyce, Johnny Sheffield—Reissue has the angles—76m.—see Dec. 20 issue—(170).
TARZAN AND THE LEOPARD WOMAN—MD—Johnny Weismuller, Brenda Joyce, Johnny Sheffield—Okeh "Tarzan" reissue—72m.—see Dec. 20 issue—(169).
TARZAN'S PERIL—MD—Lex Barker, Virginia Huston, George Macready—Suitable series entry—79m.—see Mar. 28 issue—(172).
THEY GOT ME COVERED—F—Bop Hope, Dorothy Lamour, Lenore Aubert—Re-release has names to help—94m.—see Apr. 11 issue.
THING, THE—AD—Margaret Sheridan, Kenneth Tobey, Robert Cornthwaite—Highly-interesting, well-made exploitation entry—86m.—see Apr. 11 issue.
UP IN ARMS—CMU—Danny Kaye, Dinah Shore, Dana Andrews—Reissue has names to sell—105m.—see Apr. 11 issue—(Technicolor).
VENDETTA—MD—George Dolenz, Faith Domergue, Nigel Bruce—Interesting meller will depend on the selling 83m.—see Dec. 6 issue—Leg.: B—(167).

TO BE REVIEWED OR IN PRODUCTION

ALICE IN WONDERLAND—Disney cartoon feature—(Technicolor).
ANDROCLES AND THE LION—Jean Simmons, Robert Newton, George Sanders.
BEHAVE YOURSELF—Farley Granger, Shelley Winters, Francis L. Sullivan.
BEST OF THE BAD MEN—Robert Ryan, Claire Trevor, Jack Buetel—(Technicolor).
BLACKBEARD THE PIRATE—Robert Mitchum, Faith Domergue, Victor Mature—(Technicolor).
BLUE VEIL, THE—Jane Wyman, Charles Laughton, Robert Newton.
CRACK DOWN—Bill Williams, Robert Armstrong, Frank McHugh.
FLYING LEATHERNECKS—John Wayne, Robert Ryan, Don Taylor—(Technicolor).
GUN NOTCHES—Tim Holt, Richard Martin, Joan Dixon.
HALF-BREED, THE—Robert Young, Janis Carter, Jack Buetel—(Technicolor).
HARD, FAST AND BEAUTIFUL—Claire Trevor, Robert Clarke, Sally Forrest—(114).
HEADING FOR HOLLYWOOD—Leon Errol, Nan Leslie, Steve Brodie.
HIS KIND OF WOMAN—Robert Mitchum, Jane Russell.
HOT LEAD—Tim Holt, Richard Martin, Joan Dixon.
IT'S ONLY MONEY—Jane Russell, Frank Sinatra, Groucho Marx.
JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—(Technicolor).
JUNGLE HEAD HUNTERS—Documentary of an expedition on the Amazon—(Technicolor).
LAS VEGAS STORY, THE—Jane Russell, Victor Mature, Vincent Price.
MAD WITH MUCH HEART—Robert Ryan, Ida Lupino, Ward Bond.

MONTANA BELLE—George Brent, Jane Russell, Scott Brady—(Tricolor).
NARROW MARGIN, THE—Charles McGraw, Jacqueline White, Marie Windsor.
ON THE LOOSE—Joan Evans, Lynn Bari, Melvyn Douglas.
PISTOL HARVEST—Tim Holt, Richard Martin, Joan Dixon.
RACKET, THE—Robert Mitchum, Elizabeth Scott, Robert Ryan.
RANGE WAR—Tim Holt, Noreen Nash, Richard Martin.
ROADBLOCK—Charles McGraw, Joan Dixon, Jean Heydt.
SEALED CARGO—Dana Andrews, Carla Belenda, Claude Rains.
SONS OF THE MUSKETEERS—Cornel Wilde, Maureen O'Hara, June Clayworth—(Technicolor).
TOKYO FILE 212—Florence Marly, Robert Peyton, Japanese cast—(Made in Japan).
TROUBLE IN TEXAS—Tim Holt, Richard Martin, Marjorie Lord.
TWO TICKETS TO BROADWAY—Tony Martin, Janet Leigh, Eddie Bracken—(Technicolor).

Republic

(1949-50 releases from 4901 up)

(1950-51 releases from 5001 up)

BELLE LE GRAND—MD—Vera Ralston, John Carroll, William Ching—Names should help interesting melodrama—91m.—see Feb. 28 issue—(5006).
BUCKAROO SHERIFF OF TEXAS—W—Michael Chapin, Eilene Janssen, James Bell—Okeh western—55m.—see Jan. 3 issue—(5066).
CALIFORNIA PASSAGE—OMD—Forrest Tucker, Adele Mara, Jim Davis—Well-made outdoor melodrama—92m.—see Dec. 20 issue—(5005).
CUBAN FIREBALL—C—Estelita Rodriguez, Warren Douglas, Mimi Aguglia—Routine lower half offering—78m.—see Mar. 14 issue—(5007).
DESTINATION BIG HOUSE—MD—Dorothy Patrick, Robert Rockwell, James Lydon—Fair meller for the lower half—60m.—see June 21 issue—(4918).
FRISCO TORNADO—W—Allan "Rocky" Lane, Eddy Waller, Martha Hyer—Okeh series entry—60m.—see Sept. 27 issue—(4967).
HEART OF THE ROCKIES—W—Roy Rogers, Penny Edwards, Gordon Jones—Okeh Rogers—67m.—see Apr. 11 issue—(5047).
HIT PARADE OF 1951—CMU—John Carroll, Marie McDonald, Estelita Rodriguez—Pleasing musical has plenty of selling angles—85m.—see Nov. 8 issue—(5002).
INSURANCE INVESTIGATOR—MYMD—Richard Denning, Audrey Long, John Eldredge—Okeh meller for the lower half—60m.—see Mar. 28 issue—(5026).
JUNGLE STAMPEDE—DOC—George Breakston, Yorke Coplen, native cast—Okeh exploitation entry—60m.—see Aug. 16 issue—Leg.: C—(Made in Africa)—(4922).
MACBETH—D—Orson Welles, Jeanette Nolan, Don O'Herlihy—Entry for class and art spots merits special attention—85m.—see Oct. 25 issue—(5003).
MISSING WOMEN—MD—Penny Edwards, James Millican, John Gallaudet—Interesting lower half entry—see Mar. 14 issue—(5025).
MISSOURIANS, THE—W—Monte Hale, Paul Hurst, Roy Barcroft—Above average open alrer—60m.—see Dec. 6 issue—(4574).
NIGHT RIDERS OF MONTANA—W—Allan "Rocky" Lane, Chubby Johnson, Claudia Barrett—Okeh western—60m.—see Mar. 14 issue—(5029).
NORTH OF THE GREAT DIVIDE—W—Roy Rogers, Penny Edwards, Gordon Jones—Good Rogers—67m.—see Nov. 22 issue—(Tricolor)—(4944).
OH! SUSANNA—OD—Rod Cameron, Adrian Booth, Forrest Tucker—Outdoor show will need plenty of push—91m.—see Mar. 14 issue—(Tricolor)—(5008).
PRIDE OF MARYLAND—OD—Stanley Clements, Peggy Stewart, Frankie Darro—For the lower half—60m.—see Jan. 17 issue—(5023).
PRISONERS IN PETTICOATS—MD—Valentine Perkins, Robert Rockwell, Anthony Caruso—For the lower half—60m.—see Sept. 27 issue—(4929).
REDWOOD FOREST TRAIL—W—Rex Allen, Jeff Donnell, Carl Switzer—Okeh series entry—67m.—see Sept. 27 issue—(4953).
RIO GRANDE—ACMD—John Wayne, Maureen O'Hara, Ben Johnson—High rating western melodrama should ride into the better money—105m.—see Nov. 8 issue—(5004).
ROUGH RIDERS OF DURANGO—W—Allen "Rocky" Lane, Walter Baldwin, Aline Towne—Standard series entry—60m.—see Feb. 14 issue—(5058).
RUSTLERS ON HORSEBACK—W—Allan "Rocky" Lane, Eddy Waller, Claudia Barrett—Above average series entry—60m.—see Nov. 22 issue—(4968).
SAVAGE HORDE, THE—W—William Elliott, Adrian Booth, James Davis—Good open-airer packs plenty of punch—91m.—see July 5 issue—(4917).
SILVER CITY BONANZA—W—Rex Allen, Buddy Eban, Mary Ellen Kay—Fair series entry—67m.—see Mar. 14 issue—(5051).
SPOILERS OF THE PLAINS—MUW—Roy Rogers, Penny Edwards, Gordon Jones—Good Rogers—68m.—see Feb. 14 issue—(5041).
SUNSET IN THE WEST—MUW—Roy Rogers, Penny Edwards, Estelita Rodriguez—Above average—67m.—see Oct. 11 issue—(4943).
SURRENDER—D—Vera Ralston, John Carroll, Walter Brennan—Names may help interesting drama—91m.—see Oct. 11 issue—(5001).
TRAIL OF ROBIN HOOD—W—Roy Rogers, Penny Edwards, Gordon Jones—Good Rogers—67m.—see Dec. 20 issue—(Tricolor)—(4946).
TRIGGER, JR.—W—Roy Rogers, Dale Evans, Pat Brady—Good Rogers—67m.—see July 19 issue—(Tricolor)—(4945).
UNDER MEXICALI STARS—W—Rex Allen, Dorothy Patrick, Roy Barcroft—Above average Allen—67m.—see Dec. 6 issue—(4954).

TO BE REVIEWED OR IN PRODUCTION

BULLFIGHTER AND THE LADY—Robert Stack, Joy Page, Gilbert Roland—(Made in Mexico)—(5009).
FIGHTING COAST GUARD—Brian Donlevy, Ella Raines, Forrest Tucker.

FUGITIVE LADY—Janis Paige, Binnie Barnes, Eduardo Cinnelli.
HAVANA ROSE—Estelita Rodriguez, Hugh Herbert, Bill Williams.
HONEYCHILE—Judy Canova, Eddy Foy, Jr., Alan Hale, Jr.
IN OLD AMARILLO—Roy Rogers, Penny Edwards, Pinky Lee.
LADY POSSESSED, A—James Mason, June Havoc, Pamela Kellino.
MILLION DOLLAR PURSUIT—Penny Edwards, Stephen Flagg, Grant Withers.
NEW ORLEANS ADVENTURE—Errol Flynn, Micheline Prelle, Vincent Prince, Agnes Moorehead.
RANGERS OF THE GOLDEN SAGE—Michael Chapin, Eilene Janssen, Lucille Barkley.
RODEO KING AND THE SENORITA—Rex Allen, Mary Ellen Kay, Buddy Ebsen.
SECRETS OF MONTE CARLO—Warren Douglas, Lois Hall, June Vincent.
SOUTH OF CALIENTE—Roy Rogers, Dale Evans, Pinky Lee.
THUNDER IN GOD'S COUNTRY—Rex Allen, Mary Ellen Kay, Buddy Ebsen—(5052).
UNCLAIMED CARGO—Ross Elliott, Penny Edwards, Rick Vallin.
WELLS FARGO GUNMASTER—Alan "Rocky" Lane, Roy Bancroft, Mary Ellen Kay.
WINDS ACROSS THE PACIFIC—Wendell Corey, Vera Ralston, Forrest Tucker.

20th Century-Fox

(1950 releases from 001 up;
 1951 releases from 101 up)

AMERICAN GUERRILLA IN THE PHILIPPINES—ACD—Tyronne Power, Micheline Prelle, Tom Ewell—Picturization of war book should ride into the better money—105m.—see Nov. 22 issue—(Technicolor)—(032).
BIRD OF PARADISE—ROMD—Louis Jourdan, Debra Paget, Jeff Chandler—Colorful spectacle calls for the utmost in selling attention—100m.—see Mar. 14 issue—Leg.: B—(Made in Hawaii)—(Technicolor)—(109).
CALL ME MISTER—CMU—Betty Grable, Dan Dailey, Danny Thomas—Good musical—95m.—see Jan. 31 issue—(Technicolor)—Leg.: B—(104).
FAREWELL TO YESTERDAY—DOC—Movietone News documentary of the past 30 years—Well-made documentary—90m.—see Sept. 27 issue—(028).
FOLLOW THE SUN—CD—Glenn Ford, Anne Baxter, Dennis O'Keefe—Pleasant program—90m.—see Mar. 28 issue—Leg.: B—(112).
FOR HEAVEN'S SAKE—CFAN—Clifton Webb, Joan Bennett, Robert Cummings, Edmund Gwenn—Delightful comedy is backed by star strength—92m.—see Dec. 6 issue—Leg.: B—(033).
FOURTEEN HOURS—D—Paul Douglas, Richard Basehart, Barbara Bel Geddes—High rating drama—92m.—see Mar. 14 issue—(114).
HALF ANGEL—C—Loretta Young, Joseph Cotten, Cecil Kellaway—Mild programmer will need benefit of name draw—80m.—see Apr. 11 issue—(Technicolor)—(116).
HALLS OF MONTEZUMA—ACD—Richard Widmark, Walter Palance, Reginald Gardiner—Outstanding war drama—113m.—see Dec. 20 issue—(Technicolor)—(103).
HOUSE ON TELEGRAPH HILL—D—Richard Basehart, Valentina Cortesa, William Lundigan—Moderate programmer—93m.—see Mar. 14 issue—Leg.: B—(117).
I CAN GET IT FOR YOU WHOLESALE—D—Susan Hayward, Dan Dailey, George Sanders—Well-made drama has star value to help—90m.—see Mar. 28 issue—(111).
I'D CLIMB THE HIGHEST MOUNTAIN—CD—Susan Hayward, William Lundigan, Rory Calhoun—High rating—88m.—see Jan. 17 issue—(Technicolor)—(105).
I'LL GET BY—CMU—June Haver, William Lundigan, Gloria DeHaven, Harry James—Entertaining musical—82m.—see Oct. 11 issue—(Technicolor)—(027).
JACKPOT, THE—C—James Stewart, Barbara Hale, James Gleason—Highly entertaining comedy—86m.—see Oct. 11 issue—(031).
KEFAUVER CRIME INVESTIGATION, THE—COMP—Movietone News subject produced by Edmund Reek—Compilation of crime hearings has plenty of selling angles—52m.—see Apr. 11 issue—(138).
LUCKY NICK CAIN—MD—George Raft, Coleen Gray, Enzo Staiola—Names should help interesting melodrama—87m.—see Feb. 14 issue—(Made in Europe)—(108).
MAN WHO CHEATED HIMSELF, THE—D—Lee J. Cobb, John Dall, Jane Wyatt—Interesting drama has names to help—81m.—see Jan. 3 issue—(102).
MUDLARK, THE—HISD—Irene Dunne, Alec Guinness, Andrew Ray—Impressive historical drama deserves the best selling attention—99m.—see Dec. 6 issue—(Made in England)—(101).
OF MEN AND MUSIC—MUDOC—Artur Rubenstein, Jascha Heifitz, Jan Peerce, Nadine Conner—Interesting musical feature for art and specialty spots—85m.—see Dec. 6 issue—(137).
RAWHIDE—WMD—Tyronne Power, Susan Hayward, Hugh Marlowe—Name value will help well-directed outdoor show—86m.—see Mar. 14 issue—(113).
SWORD OF MONTE CRISTO—MD—George Montgomery, Paula Corday, Barry Kroeger—Interesting programmer has the angles—80m.—see Mar. 14 issue—(Supercinecolor)—(106).
13TH LETTER, THE—MY—Linda Darnell, Charles Boyer, Michael Rennie—Suspenseful meller—85m.—see Jan. 31 issue—(Made in Canada)—(107).
TWO FLAGS WEST—ACMD—Joseph Cotten, Linda Darnell, Jeff Chandler—Good outdoor adventure show—92m.—see Oct. 25 issue—(029).
U.S.S. TEAKETTLE (You're In The Navy Now)—C—Gary Cooper, Jane Greer, Millard Mitchell—Naval comedy packs plenty of laughs—93m.—see Mar. 14 issue—(110).
YOU'RE IN THE NAVY NOW—see U.S.S. Teakettle.

TO BE REVIEWED OR IN PRODUCTION

A WAC IN HIS LIFE—William Lundigan, Jeanne Crain, Marilyn Monroe.
ANNE OF THE INDIES—Louis Jourdan, Debra Paget, James Justice—(Technicolor).
AS YOUNG AS YOU FEEL—David Wayne, Thelma Ritter, Monty Woolley—(120).

CHUCK-A-LUCK—Marlene Dietrich, Arthur Kennedy Mel Ferrer.
DAVID AND BATHSHEBA—Gregory Peck, Susan Hayward, Raymond Massey—(Technicolor).
DAY THE EARTH STOOD STILL, THE—Michael Rennie, Patricia Neal, Billy Gray.
DECISION BEFORE DAWN—Gary Merrill, Richard Basehart, Hildegard Neff—(Made in Germany).
DR. PRAETORIUS STORY, THE—Cary Grant, Joanne Dru, Hugh Marlowe.
FRIENDLY ISLAND—William Lundigan, Gloria DeHaven, Jane Greer—(Technicolor).
FROGMEN, THE—Richard Widmark, Dana Andrews, Gary Merrill—(122).
GUY WHO CAME BACK, THE—Paul Douglas, Joan Bennett, Linda Darnell—(118).
HOUSE ON THE SQUARE, THE—Tyronne Power, Constance Smith—(Made in England)—(Technicolor).
KANGAROO—Peter Lawford, Maureen O'Hara, Finlay Currie—(Made in Australia)—(Technicolor).
MEET ME AFTER THE SHOW—Betty Grable, Rory Calhoun, Macdonald Carey—(Technicolor).
MR. BELVEDERE BLOWS HIS WHISTLE—Clifton Webb, Joanne Dru.
NO HIGHWAY—James Stewart, Glynnis Johns, Marlene Dietrich—(Made in England)—(121).
NO ROOM FOR THE GROOM—Fred MacMurray, Eleanor Parker, Richard Carlson.
ON THE RIVIERA—Danny Kaye, Corinne Calvert, Gene Tierney—90m.—(Technicolor)—(115).
SECRET OF CONVICT LAKE—Glenn Ford, Gene Tierney, Zachary Scott, Ethel Barrymore.
SKID ROW—Sterling Hayden, Viveca Lindfors, Thomas Mitchell.
TAKE CARE OF MY LITTLE GIRL—Jeanne Crain, Jean Peters, Dale Robertson—93m.—(Technicolor)—(119).

United Artists

CYRANO DE BERGERAC—ROMD—Jose Ferrer, Mala Powers, William Prince—Fine production—112m.—see Nov. 22 issue—(Kramer).
MAN FROM PLANET X, THE—MD—Robert Clarke, Margaret Field, Raymond Bond—Entertaining pseudo-scientific melodrama is packed with exploitation angles—70m.—see Apr. 11 issue—(Corwin).
QUEEN FOR A DAY—COMP—Phyllis Avery, Darren McGavin, Rudy Lee—Compilation should benefit from exploitation and air bally—107m.—see Mar. 28 issue—(Stillman).
SCARF, THE—PD—John Ireland, Mercedes McCambridge, James Barton—Intriguing drama has plenty of angles—86m.—see Mar. 28 issue—(Goldsmith-Casper).
SECOND WOMAN, THE—D—Robert Young, Betsy Drake, John Sutton—Engrossing drama—91m.—see Jan. 31 issue—(Popkin).
SOUND OF FURY, THE (Try And Get Me)—MD—Frank Lovejoy, Kathleen Ryan, Richard Carlson—Vivid melodrama offers opportunities for heavy selling—92m.—see Dec. 6 issue—(Stillman).
THREE HUSBANDS—C—Emlen Williams, Eve Arden, Howard da Silva—Amusing comedy—78m.—see Nov. 8 issue—Leg.: B—(Gloria).
TRY AND GET ME—see Sound Of Fury.

TO BE REVIEWED OR IN PRODUCTION

AFRICAN QUEEN—Humphrey Bogart, Katharine Hepburn—(Technicolor)—(Made in Africa)—(Spiegel).
FABIOLA—Michele Morgan (Italian-made)—96m.
FIRST LEGION—Charles Boyer, Lyle Bettger, Barbarba Rush—86m.—(Sirk).
HE RAN ALL THE WAY—John Garfield, Shelley Winters—77m.—Leg.: B—(Roberts).
MAN WITH MY FACE, THE—Barry Nelson, Lynn Ainsley, Carole Matthews—(Made in Puerto Rico)—75m.—(Gardner).
NEW MEXICO—Lew Ayres, Marilyn Maxwell, Jeff Corey—(Allen)—76m.—(Anso-color).
PROWLER, THE—Van Heflin, Evelyn Keyes, John Maxwell—92m.—Leg.: B—(Eagle).
ST. BENNY THE DIP—Dick Haymes, Roland Young, Nina Foch—85m.—(Danzinger).
THREE STEPS NORTH—Lloyd Bridges, Aldo Fabrizi, Leo Padovani—85m.—(Made in Italy)—(Wilder).

Universal-International

(1949-50 releases from 901 up;
 1950-51 releases from 101 up)

ABBOTT AND COSTELLO MEET THE INVISIBLE MAN—F—Bud Abbott, Lou Costello, Nancy Guild—Laugh-packed Abbott and Costello should ride into the better money—82m.—see Mar. 14 issue—(116).
AIR CADET—ACD—Stephen McNally, Gail Russell, Alex Nicol—Good action drama has plenty of selling angles—94m.—see Feb. 28 issue—(115).
BEDTIME FOR BONZO—C—Ronald Reagan, Diana Lynn, Walter Slezak—Highly amusing—83m.—see Jan. 31 issue—(112).
DEPORTED—MD—Marta Toren, Jeff Chandler, Claude Dauphin—Interesting meller—89m.—see Oct. 25 issue—(103).
DOUBLE CROSSBONES—CMU—Donald O'Connor, Helena Carter, Will Geer—Entertaining program—75½m.—see Dec. 20 issue—(Technicolor).
FAT MAN, THE—MYMD—J. Scott Smart, Julie London, Rock Hudson—Picturization of popular radio show is okeh for the dualers—77m.—see Apr. 11 issue—(120).
FRENCHIE—OD—Joel McCrea, Shelley Winters, Paul Kelly—Name draw should help outdoor drama—81m.—see Dec. 6 issue—(Technicolor)—(108).
GROOM WORE SPURS, THE—C—Ginger Rogers, Jack Carson, Joan Davis—Amusing comedy—81m.—see Feb. 14 issue—(114).
HAMLET—D—Laurence Olivier, Eileen Herlie, Basil Sydney—Regular release of roadshow offers distinct possibilities for many houses—153m.—see Oct. 25 issue—(English-made)—(101).
HARVEY—CD—James Stewart, Josephine Hull, Peggy Dow—High rating—104m.—see Oct. 25 issue—(107).
KANSAS RAIDERS—W—Audie Murphy, Brian Donlevy, Marguerite Chapman—Satisfactory outdoor action show—80m.—see Dec. 6 issue—(Technicolor)—(104).

KATIE DID IT—C—Ann Blyth, Mark Stevens, Cecil Kellaway—Amusing programmer—81m.—see Apr. 11 issue—(122).
LITTLE BALLERINA—DMU—Yvonne Marsh, Marlon Chapman, Doreen Richards—Import may have appeal to some art spots—60m.—see Mar. 28 issue—(English-made).
MA AND PA KETTLE BACK ON THE FARM—F—Percy Kilbride, Marjorie Main, Richard Long—Series entry should have usual appeal—81m.—see Mar. 28 issue—(117).
MAGNET, THE—CD—Stephen Murray, Kay Walsh, William Fox—Import has good selling angles—78m.—see Mar. 14 issue—(English-made)—(181).
MILKMAN, THE—FMU—Donald O'Connor, Jimmy Durante, Piper Laurie—Pleasing comedy with music—87m.—see Oct. 11 issue—(102).
MYSTERY SUBMARINE—MD—Macdonald Carey, Marta Toren, Robert Douglas—Fair program—77½m.—see Dec. 20 issue—(106).
OPERATION DISASTER—D—John Mills, Helen Cherry, Richard Attenborough—Interesting import—100m.—see Jan. 17 issue—(British-made)—(113).
PRELUDE TO FAME—D—Guy Rolfe, Kathleen Byron, Kathleen Ryan—Interesting import for the art and specialty spots—84½m.—see Nov. 22 issue—(English-made).
SADDLE TRAMP—W—Joel McCrea, Wanda Hendrix, John Russell—Name draw should be a strong factor—77m.—see Aug. 30 issue—(Technicolor)—(928).
SMUGGLER'S ISLAND—MD—Jeff Chandler, Evelyn Keyes, Philip Friend—Fair programmer—75m.—see Apr. 25 issue—Leg.: B—(Technicolor)—(121).
TALES OF THE WEST (No. 2)—MUW—Tex Williams, Shirlee Allard, Smokey Rogers—(Two-story feature comprising "Fargo Phantom" and "Coyote Canyon")—Okeh compilation of two musical westerns—49m.—see Oct. 25 issue—(5102).
TALES OF THE WEST (No. 3)—MUW—Tex Williams, Smokey Rogers, Deuce Spriggins—(Two-story feature comprising "Rustlers' Ransom" and "Gold Strike")—Okeh compilation of two musical westerns—53m.—see Dec. 20 issue—(5103).
TALES OF THE WEST (No. 4)—MUW—Tex Williams, Deuce Spriggins, Donna Martel—(Two-story feature comprising "Western Courage" and "Ready To Ride")—Okeh compilation of two musical westerns—54m.—see Jan. 17 issue—(5104).
TARGET UNKNOWN—MD—Mark Stevens, Alex Nicol, Robert Douglas—Interesting war meller—90m.—see Jan. 31 issue—(111).
TOMAHAWK—WMD—Van Heflin, Yvonne De Carlo, Preston Foster—Above average outdoor show—82m.—see Jan. 17 issue—(Technicolor)—(110).
UNDER THE GUN—MD—Richard Conte, Audrey Totter, John McIntire—Interesting programmer—83m.—see Dec. 20 issue—(109).
UNDERCOVER GIRL—MD—Alexis Smith, Scott Brady, Richard Egan—Good program melodrama—82m.—see Nov. 8 issue—(105).
UP FRONT—C—David Wayne, Tom Ewell, Marlina Berti—Good war comedy is filled with merchandising angles—90m.—see Mar. 14 issue—(118).
WOMAN ON THE RUN—MD—Ann Sheridan, Dennis O'Keefe, Ross Elliott—Fair meller will have to benefit from name draw—77m.—see Oct. 11 issue—(932).
WYOMING MAIL—WMD—Stephen McNally, Alexis Smith, Howard da Silva—Good outdoor show—86m.—see Oct. 11 issue—(Technicolor)—(931).

TO BE REVIEWED OR IN PRODUCTION

APACHE DRUMS—Stephen McNally, Coleen Gray, Willard Parker—(Technicolor).
BRIGHT VICTORY—Arthur Kennedy, Peggy Dow, Richard Egan.
BROWNING VERSION, THE—Michael Redgrave, Jean Kent—(English-made).
CATTLE DRIVE—Joel McCrea, Dean Stockwell, Chill Wills—(Technicolor).
CAVE, THE—Macdonald Carey, Alexis Smith, Victor Jory—(Technicolor).
FIDDLER'S GREEN—Shelley Winters, Richard Conte, Stephen McNally.
FINE DAY—Howard Duff, Mona Freeman, Josephine Hull.
FRANCIS GOES TO THE RACES—Donald O'Connor, Piper Laurie, Jesse White.
GOLDEN HORDE, THE—David Farrar, Ann Blyth, Peggy Castle—(Technicolor).
HOLLYWOOD STORY, THE—Richard Conte, Julia Adams, Henry Hull.
IRON MAN, THE—Stephen McNally, Jeff Chandler, Evelyn Keyes.
LADY PAYS OFF, THE—Linda Darnell, Stephen McNally, Virginia Field.
LITTLE EGYPT—Mark Stevens, Rhonda Fleming, Nancy Guild—(Technicolor).
MA AND PA KETTLE AT THE FAIR—Marjorie Main, Percy Kilbride, Lori Nelson.
MARK OF THE RENEGADE—Ricardo Montalban, Cyd Charisse, Andrea King—(Technicolor).
OH! BABY—Ethel Barrymore, Tom Ewell, Julie Adams.
ONE NEVER KNOWS—Dick Powell, Peggy Dow, Joyce Holden.
PRINCE WHO WAS A THIEF, THE—Anthony Curtis, Piper Laurie—(Technicolor).
REAL McCoy, THE—Bud Abbott, Lou Costello, Dorothy Shay.
THUNDER ON THE HILL—Claudette Colbert, Ann Blyth, Robert Douglas.

Warners

(1949-50 releases from 901 up;
 1950-51 releases from 001 up)

BREAKING POINT, THE—MD—John Garfield, Patricia Neal, Phyllis Thaxter—Names should help fair melodrama—97m.—see Sept. 13 issue—Leg.: B—(005).
BREAKTHROUGH—MD—David Brian, John Agar, Frank Lovejoy, Suzanne Dalbert—Absorbing war drama offers selling opportunities—91m.—see Nov. 8 issue—(010).

DALLAS—W—Gary Cooper, Ruth Roman, Steve Cochran—Good western—94m.—see Dec. 6 issue—(Technical)—(011).

DODGE CITY—MD—Errol Flynn, Olivia DeHavilland, Alan Hale, Ann Sheridan—Names should help reissue—104m.—see Mar. 28 issue—(017).

ENFORCER, THE—MD—Humphrey Bogart, Roy Roberts, Ted DeCortia—Good melodrama—87m.—see Jan. 31 issue—(015).

GLASS MENAGERIE, THE—D—Jane Wyman, Kirk Douglas, Gertrude Lawrence—High rating dramatic entry—107m.—see Sept. 27 issue—(007).

GOODBYE, MY FANCY—D—Joan Crawford, Robert Young, Frank Lovejoy—Overlong romantic drama has names to sell—107m.—see Apr. 11 issue—(024).

HIGHWAY 301—MD—Steve Cochran, Virginia Grey, Gaby Andre—Fast moving action meller will fit into the duallers—83m.—see Dec. 6 issue—Leg.: B—(012).

LIGHTNING STRIKES TWICE—MYD—Richard Todd, Ruth Roman, Mercedes McCambridge, Zachary Scott—Good suspense show—91m.—see Feb. 28 issue—(019).

LULLABY OF BROADWAY—CMU—Doris Day, Gene Nelson, Billy DeWolfe—Entertaining musical—92m.—see Mar. 28 issue—(Technical)—(020).

ONLY THE VALIANT—OMD—Gregory Peck, Barbara Peyton, Ward Bond—Name draw should help well-made outdoor shaw—105m.—see Mar. 14 issue—(022).

OPERATION PACIFIC—MD—John Wayne, Patricia Neal, Ward Bond—Naval thriller should ride into the better grasses—109m.—see Jan. 17 issue—Leg.: B—(013).

RATON PASS—WMD—Dennis Morgan, Patricia Neal, Steve Cochran—Names will make the difference—84m.—see Feb. 28 issue—(021).

ROCKY MOUNTAIN—ACD—Errol Flynn, Patrice Wymore, Scott Forbes—Good outdoor shaw—83m.—see Oct. 11 issue—(008).

STORM WARNING—D—Ginger Rogers, Ronald Reagan, Doris Day—Powerful dramatic offering—91m.—see Dec. 20 issue—(014).

SUGARFOOT—W—Randolph Scott, Adele Jergens, Raymond Massey—Western has names to sell—80m.—see Jan. 31 issue—(Technical)—(016).

VIRGINIA CITY—MD—Errol Flynn, Miriam Hopkins, Randolph Scott, Humphrey Bogart—Reissue has names to help—121m.—see Mar. 28 issue—(018).

WEST POINT STORY, THE—MUCD—James Cagney, Virginia Mayo, Doris Day—Pleasing entertainment has the angles for the selling—107m.—see Nov. 22 issue—(009).

TO BE REVIEWED OR IN PRODUCTION

ALONG THE GREAT DIVIDE—Kirk Douglas, Virginia Mayo, Walter Brennan—88m.

CAPTAIN HORATIO HORNBLLOWER—Gregory Peck, Virginia Mayo, Ingeborg Wells—(Made in England)—(Technical).

DISTANT DRUMS—Gary Cooper, Mari Aldon, Ray Teal—(Technical).

FORCE OF ARMS—William Holden, Nancy Olson, Frank Lovejoy.

FORT WORTH—Randolph Scott, David Brian Phyllis Thaxter—(Technical).

GOLDDIGGERS OF LAS VEGAS—Virginia Mayo, Dennis Morgan, Lucille Norman—(Technical).

HIDDEN IN MY HEART—Gary Cooper, Patricia Neal, I WAS A COMMUNIST FOR THE FBI—Frank Lovejoy, Dorothy Hart, James Millican—(023).

INSIDE THE WALLS OF FOLSOM PRISON—David Brian, Steve Cochran, Joan Wrae.

JIM THORPE, ALL AMERICAN—Burt Lancaster, Charles Bickford, Phyllis Thaxter.

NORTH OF THE RIO GRANDE—Joel McCrea, Virginia Mayo, Dorothy Malone.

ON MOONLIGHT BAY—Doris Day, Gordon MacRae, Jack Smith—(Technical).

POLITICIAN, THE—Joseph Catten, Patricia Neal.

STREETCAR NAMED DESIRE, A—Vivien Leigh, Marlon Brando, Kim Hunter.

STRANGERS ON A TRAIN—Farley Granger, Ruth Roman, Roland Walker.

TOMORROW IS ANOTHER DAY—Ruth Roman, Steve Cochran, Lurene Tuttle.

Miscellaneous

(Distributors' addresses will be furnished on request).

DALTONS' WOMEN, THE—W—Tom Neal, Pamela Blake, Jack Holt—Exploitable western—76m.—see Apr. 11 issue—(Western Adventure).

HILLS OF IRELAND—TRAV—Commentary by Pat O'Brien, songs by Christopher Lynch—Travelogue has appeal for Irish spots—60m.—see Mar. 28 issue—(In color)—(World Travel).

HOLLYWOOD PEEP SHOW—NOVMU—Gay Dawn, Bobby Faye, Charmaine—Highly exploitable burlesque film—80m.—see Mar. 28 issue—(Roadshow Attractions).

INTERNATIONAL BURLESQUE—SCMU—Betty Rowland, Vince Barnett, Inez Claire—Girlie shaw has the exploitation angles—80m.—see Nov. 22 issue—(Jewel).

KING OF THE BULLWHIP—W—"Lash" LaRue, Al St. John, Anne Gwynne—Okeh "Lash" LaRue western—60m.—see Dec. 20 issue—(Western Adventure).

MONTICELLO HERE WE COME—NOV—Larry Daniels, Menasha Skulnick, Mary Forest—Mediocre offering has limited appeal—74m.—see Jan. 31 issue—(Yiddish with some English)—(Cinema Service).

VIENNA ART TREASURES—DOC—Narrated by Basil Rathbone—Good art film—40m.—see Dec. 6 issue—Kodachrome—(National Film).

Foreign-Made

(Distributors' addresses will be furnished on request).

ANOTHER SHORE—CD—Robert Beatty, Moira Lister, Stanley Holloway—Quiet British comedy with limited appeal—77m.—see Mar. 14 issue—(English-made)—(Pentagon).

APPOINTMENT WITH CRIME—MD—William Hartnell, Robert Beatty, Joyce Howard—Routine British meller—90m.—see Mar. 28 issue—(English-made)—(Four Continents).

BLUE ANGEL, THE—SCD—Marlene Dietrich, Emil Jannings, Kurt Gerran—Revised import has the angles—97m.—see Dec. 20 issue—Leg.: C—(German-made)—(English titles)—(Classic).

BULLET FOR STEFANO—MD—Valentina Cortese, Rossano Brazzi, Carlo Ninchi—Average import for the art houses—96m.—see Nov. 22 issue—Leg.: C—(Italian-made)—(English titles)—(Lux).

BURIED ALIVE—HISTMD—Milly Vitale, Paul Miller, Evi Maltagliati—Uneven offering for the Italian houses—84m.—see Jan. 17 issue—(Italian-made)—(English titles)—(Casolaro).

CHANCE OF A LIFETIME—D—Basil Radford, Mial McGinnis, Bernard Miles—Highly interesting import—89½m.—see Feb. 14 issue—(English-made)—(Ballantine).

CHRISTINA—HISD—Petra Peters, Wolfgang Lukschy, Tilly Lauenstein—German import might appeal in certain situations—85m.—see Jan. 31 issue—(German-made)—(English titles)—(Central Cinema).

COSSACKS OF THE KUBAN—MUC—Marina Ladynina, Sergei Lukianov, Vladimir Vlododin—Okeh import for the Russian houses—98m.—see Nov. 22 issue—(Russian-made)—(English titles)—(Magnicolor)—(Artkino).

CROSSROADS OF PASSION—MD—Viviane Romance, Valentina Cortese, Clement Duhour—Standard French meller—96m.—see Mar. 28 issue—(French-made)—(English titles)—(Films International).

DANCE OF LIFE—FANMU—Valerie Bettis, Letita Ide, Jose Limon—Art house entry has limited appeal—40m.—see Mar. 14 issue—(English-made)—(Hyperion).

DISHONORED—HISD—Antonio Vilar, Elli Parvo, Otello Toso—Uneven, lengthy offering is strictly for the Italian houses—100m.—see Dec. 6 issue—(Italian-made)—(English titles)—(Casalaro).

DOCTOR BEWARE—CD—Vittorio DeSica, Anna Magnani, Irasema Dillian—Okeh for the Italian and art houses—92m.—see Mar. 14 issue—(Italian-made)—(English titles)—(Academy).

EXCHANGE GIRL—CD—Yolande Donlan, Michael Rennie, Garry Marsh—Pleasing British comedy for the art spots—83m.—see Mar. 28 issue—(English-made)—(Films International).

FACE TO THE WIND—CD—Sophie Leclair, Danielle Tardy, Elaine Delgrange—Lively French comedy—85m.—see Jan. 31 issue—(French-made)—(English titles)—(Lafayette).

FILM WITHOUT A NAME—CD—Hildegard Neff, Willy Fritsch, Hans Sohnker—Entertaining novelty import—75m.—see Nov. 22 issue—Leg.: B—(German-made)—(English titles)—(Oxford).

FIRST FRONT—HISTD—A. Dyky, Y. Shumsky, V. Merkuriev—Import has limited appeal for Russian houses—77m.—see Apr. 25 issue—(Russian-made)—(English titles)—(Artkino).

FLAMING HEARTS—ROMD—Lillian Harvey, Esmond Knight, Dennis Hoey—Weak entry—67m.—see Oct. 25 issue—(English-made)—(Cosmopolitan).

FLESH WILL SURRENDER—D—Aldo Fabrizi, Aedeo Fabrizi, Yvonne Sanson—Emotional drama has appeal for the art houses—96m.—see Oct. 25 issue—Leg.: C—(Italian-made)—(English titles)—(Lux).

GOD NEEDS MEN—D—Pierre Fresnay, Madeleine Robinson, Daniel Gelin—Tapnatch import for art and class houses—95m.—see Apr. 11 issue—(French-made)—(English titles)—(AFE).

HEADLINE—MD—Anne Crawford, David Farrar, John Stuart—Fair import—76m.—see Jan. 31 issue—(English-made)—(English Films).

HERE COME THE HUGGETS—C—Jack Warner, Kathleen Harisson, Jane Hylton—Minor English comedy for the art houses—80m.—see Jan. 17 issue—(English-made)—(Pentagon).

HIDDEN RIVER—D—Maria Felix, Fernanda Isunza, Carlos Montezuma—Well made art entry—98m.—see Dec. 20 issue—(Mexican-made)—(English titles)—(Clasamohme).

HORSEMAN, THE—OD—Sergei Cur, T. Gridov, Tamara Chernova—Okeh import for the Russian houses—100m.—see Feb. 14 issue—(Russian-made)—(English titles)—(Artkino).

HUE AND CRY—MYC—Alastair Sim, Jack Warner, Valerie White—Amusing import—82m.—see Dec. 20 issue—(English-made)—(Fine Art).

INHERITANCE, THE—MD—Jean Simmons, Katina Paxinou, Derrick De Marney—Good import for the art spots—90m.—see Jan. 31 issue—(English-made)—(Fine Arts).

IT'S HARD TO BE GOOD—C—Jimmy Hanley, Anne Crawford, Raymond Huntley—Pleasing comedy is strictly for the art houses—87m.—see Jan. 31 issue—(English-made)—(Pentagon).

JACQUELINE MISBEHAVES—CD—Hugh Williams, Carla Lehmann, Joyce Howard—Fair import—see Jan. 31 issue—(English-made)—(Regal).

JOSEPH SCHMIDT STORY, THE—DMU—Joseph Schmidt, Viktor de Kowa—Okeh import for the art houses—76m.—see April 11 issue—(German-made)—(English titles)—(Arthur Davis).

LADY PANAME—SDMU—Louis Jouvet, Henri Guisol, Suzy Delair—Lively French import—97m.—see Mar. 28 issue—(French-made)—(English titles)—(Discina).

L'AFFAIRE—ROMD—Claude Dauphin, Anne Vernon, Henri Guisol—Well acted import for the art houses—87m.—see Dec. 6 issue—(French-made)—(English titles)—(International Film).

LAST HOLIDAY—CD—Alec Guinness, Beatrice Campbell, Kay Walsh—Delightful import for the art spots—88m.—see Nov. 22 issue—(English-made)—(Stratford).

LAST ILLUSION, THE—MD—Fritz Kortner, Johanna Hofer, Rosemary Murphy—Art house offering has limited appeal—89m.—see April 11 issue—(German-made)—(English titles)—(Films International).

LOOK BEFORE YOU LOVE—ROMD—Margaret Lockwood, Griffith Jones, Norman Wooland—Lockwood name should help import—96m.—see Nov. 22 issue—(English-made)—(Bell).

LOVERS OF VERONA, THE—MD—Serge Reggiani, Pierre Brasseur, Anouk Aimee—Uneven entry for the class and art spots—90m.—see Mar. 28 issue—Leg.: C—(French-made)—(English titles)—(Souvaine Selective).

MAD QUEEN, THE—HISROMD—Aurora Batista, Fernando Rey, Sara Montiel—Drama may have appeal for the art houses—107m.—see Nov. 8 issue—(Spanish-made)—(English titles)—(Azteca).

MAN CONQUERS NATURE—DOC—Documentary of Soviet reforestation program—Okeh documentary is strictly for the Russian houses—55m.—see Jan. 3 issue—(Russian-made)—(English narration)—(Artkino).

MANON—ROMD—Cecile Aubrey, Michel Avelair, Serge Reggiani—Highly interesting import for the art houses—91m.—see Jan. 3 issue—Leg.: C—(French-made)—(English titles)—(Discina).

MARRIAGE OF FIGARO—OPC—Angelika Hauff, Willi Domgraf-Fassbender, Sabine Peters—Good opera picturization—87m.—see Nov. 22 issue—(German-made)—(English titles)—(Central Cinema).

MATTER OF MURDER, A—John Barry, Maureen Riscoe, Charles Clapham—Fair English meller for the lower half—52m.—see Nov. 22 issue—(English-made)—(Hoffberg).

MILL ON THE PO—MD—Carla del Poggio, Jacques Sernas, Giacomo Giuradei—Interesting drama for the art houses—96m.—(Italian-made)—(English titles)—(Lux).

MIQUETTE—F—Louis Jouvet, Daniele Delorme, Bourvil—Clever French farce—83m.—see Feb. 14 issue—(French-made)—(English titles)—(Discina).

MULATTO, THE—D—Renato Baldini, Umberto Spadara, Iole Fierro—High rating import—97m.—see Nov. 22 issue—(Italian-made)—(English titles)—(Scalera).

NO ORCHIDS FOR MISS BLANDISH—MD—Jack LaRue, Hugh McDermott, Linden Travers—British meller has plenty of selling angles—92m.—see Mar. 14 issue—Leg.: C—(English-made)—(Renown).

ODETTE—BMD—Anna Neagle, Trevor Howard, Marius Goring—High rating import—105m.—see Jan. 31 issue—(English-made)—(Lopert).

OH, AMELIA—SC—Danielle Darrieux, Jean Desully, Andre Bervil—Comedy should appeal to the art houses—86m.—see Jan. 3 issue—(French-made)—(English titles)—(Lux).

OUR DAILY BREAD—D—Paul Bildt, Harry Hindemith, Victoria von Ballasko—Import has limited appeal—102m.—see Nov. 8 issue—(German-made)—(English titles)—(Central Cinema).

OUTRAGES OF THE ORIENT—D—Linda Estrella, Fernando Royo, Mona Lisa—Fair exploitation entry—65m.—see Mar. 29 issue—(Made in Philippine Islands)—(Bell).

OUTSIDER, THE—D—Richard Attenborough, Sheila Sim, Bernard Miles—Good English drama has limited appeal—95m.—see Nov. 22 issue—(English-made)—(Ballantine).

PANCHO VILLA RETURNS—HISD—Leo Carrillo, Esther Fernandez, Jeanette Comber—Standard outdoor drama has some exploitation angles—95m.—see Nov. 8 issue—(Mexican-made)—(English dialogue)—Hispano Continental).

PARIS 1900—DOC—Compilation depicting Parisian life from 1900-14, narrated by Monty Woolley—78m.—see Nov. 22 issue—(French-made)—(English adaptation)—(Mayer-Kingsley).

RED ANGEL, THE—SMD—Tilda Thamar, Paul Meurisse, Bervil—Fair import has the angles—97m.—see Dec. 6 issue—(French-made)—(English titles)—(Spalter).

RIVALS, THE—DOC—Interesting documentary for the Russian houses—40m.—see Apr. 25 issue—(Russian-made)—(English titles)—(Artkino).

SECRET BRIGADE, THE—D—Vladimir Druznikov, A. Khvil'ya, G. Glebov—Standard Russian entry—78m.—see Apr. 11 issue—(Russian-made)—(English titles)—(Artkino).

SEVEN DAYS TO NOON—D—Barry Jones, Olive Sloane, Andre Morelle—High rating thriller—93m.—see Jan. 31 issue—(English-made)—(Mayer-Kingsley).

SINNERS, THE—D—Serge Reggiani, Monique Melinand, Jean Davy—Interesting French import suffers from excessive length—107m.—see Dec. 6 issue—Leg.: C—(French-made)—(English titles)—(Lopert).

SONG OF MY HEART—OPC—Giuseppe Lugo, Ruby D'Alma, Laura Nucci—Pleasing entry for the art and specialty spots—86m.—see Jan. 17 issue—(Italian-made)—(English titles)—(Crown).

SOUVENIR—ROMD—Michelle Margan, Jean Marais, Jean Cheviere—Name draw may help—100m.—see Oct. 25 issue—(French-made)—(English titles)—(Pathe).

SYLVIE AND THE PHANTOM—CFAN—Odette Joyeux, Francois Perier, Louis Salou—Light fantasy for the art and class spots—85m.—see Oct. 25 issue—(French-made)—(English titles)—(Discina).

TALES OF HOFFMAN—OP—Moira Shearer, Leonide Mas-sine, Robert Helpmann—Beautiful production for art and class spots—134m.—see Apr. 11 issue—(English-made)—(Technical)—(Lopert).

THIRD TIME LUCKY—MD—Glynis Johns, Dermot Walsh, Charles Goldner—Fair import—91m.—see Oct. 11 issue—Leg.: B—(English-made)—(Pentagon).

TREASURED EARTH—D—Adam Szirtes, Agi Meszaros, Arpad Lehotay—Import has limited appeal—100m.—see Jan. 3 issue—(Made in Hungary)—(English titles)—(Artkino).

TREASURE, THE—F—Danute Szaflarska, Jerzy Duszynski, Adolph Dymyska—Mildly amusing Polish farce—102m.—see Apr. 25 issue—(Polish-made)—(English titles)—(Pol-Ton).

TWO ORPHANS, THE—D—Valli, Maria Denis, Osvalda Valenti—Tearful import will have to rely on femme trade—92m.—see Dec. 6 issue—(Italian-made)—(English titles)—(Globe).

UNDER SUNNY SKIES—MUC—A. Karlyev, V. Neshiplenko, G. Klicheva—Okeh musical for the Russian houses—86m.—see Jan. 17 issue—(Russian-made)—(English titles)—(Artkino).

VICTORS AND THE VANQUISHED, THE—HISTD—A. Dyky, Y. Shumsky, V. Merkuriev—Okeh entry for the Russian houses—76m.—see Apr. 25 issue—(Russian-made)—(English titles)—(Artkino).

WAYS OF LOVE—D—Sylvia Battaille, Jean Renoir, Anna Magnani, Marcel Pagnol—High rating import—121m.—see Jan. 3 issue—Leg.: C—(French and Italian-made)—(English titles)—(Burstyn).

WEINER BLUT—MUC—Willy Ritsch, Maria Hoist, Dorit Kreyler—Routine art house offering—83m.—see Mar. 28 issue—(Austrian-made)—(English titles)—(Films International).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad). (Complete listings of the rest of the 1949-50 shorts product will be found on pages 2987, 2988, 2989 of The Pink Section, another regular service of EXHIBITOR. The number opposite each series designates the total announced by the company at the beginning of the season—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel COMEDIES					
ASSORTED AND ALL-STAR (6)					
3411	(Sept. 7)	A Blunderful Time (Clyde)	F	16 1/2m.	2943
3412	(Oct. 5)	Foy Meets Girl (Foy)	F	16 1/2m.	2964
3413	(Jan. 11)	He Flew The Shrew (Vernon-Quillan)	F	16 1/2m.	3040
3414	(Feb. 8)	Wedding Yells (Foy)	G	16m.	3040
3415	(Mar. 8)	Blonde Atom Bomb (Clyde)	F	17m.	
3421	(Oct. 12)	Two Roaming Champs (Baer-Rosenbloom)	F	16 1/2m.	2964
3422	(Nov. 9)	A Slip And A Miss (Herbert)	F	16m.	2984
3423	(Dec. 21)	Innocently Guilty (Wheeler)	F	16m.	3021
3424	(Feb. 22)	Wine, Woman And Bong (Baer-Rosenbloom)	F	15 1/2m.	3056
3425	(Apr. 19)	The Awful Sleuth (Wheeler)			
COMEDY FAVORITE RE-RELEASES (6)					
3431	(Sept. 14)	Shot In The Escape	F	19m.	2934
3432	(Nov. 16)	Free Rent	F	18 1/2m.	2958
3433	(Dec. 14)	Taming of the Snood	F	16m.	2985
3434	(Feb. 15)	The Champ's A Chump	B	19m.	3025
3435	(Apr. 21)	General Nuisance			
SERIALS (4)					
3120	(Nov. 2)	Pirates Of The High Seas	F	15ep.	2964
3140	(Feb. 15)	Overland With Kit Carson (Reissue)	G	15ep.	3012
THREE STOOGES (8)					
3401	(Sept. 7)	Three Hams On Rye	G	15 1/2m.	2943
3402	(Oct. 5)	Studio Stoops	F	16m.	2964
3403	(Nov. 9)	Slap Happy Sleuths	F	16m.	2984
3404	(Dec. 7)	A Snitch In Time	F	16 1/2m.	3005
3405	(Jan. 4)	Three Arabian Nuts	F	16m.	3021
3406	(Mar. 1)	Baby Sitters' Jitters	F	16m.	3040
One Reel					
CANDID MICROPHONE (6)					
3551	(Oct. 12)	Candid Microphone—No. 1	G	11m.	2965
3552	(Dec. 14)	Candid Microphone—No. 2	G	10m.	3005
3553	(Feb. 15)	Candid Microphone—No. 3	G	10 1/2m.	3040
3554	(Apr. 12)	Candid Microphone—No. 4	F	11m.	3043
CAVALCADE OF BROADWAY (8)					
3651	(Oct. 26)	The Versailles	G	10m.	2986
3652	(Dec. 28)	The China Doll	G	11m.	3021
3653	(Mar. 29)	Havana Madrid			
COLOR FAVORITES (12)					
(Re-releases) (Technicolor)					
3601	(Sept. 7)	Happy Tots' Expedition	G	7m.	2943
3602	(Oct. 5)	Land Of Fun	G	7m.	2959
3603	(Nov. 9)	Peaceful Neighbors	E	8 1/2m.	2959
3604	(Dec. 7)	The Foolish Bunny	G	8m.	2985
3605	(Jan. 11)	Midnight Frolics	F	7 1/2m.	3005
3606	(Feb. 8)	The Carpenters	F	8m.	3028
3607	(Mar. 15)	Poor Little Butterfly	F	7m.	3043
3608	(Apr. 5)	Jitterbug Knights	F	7m.	
FILM NOVELTIES (8)					
3991	(Sept. 28)	Stars Of Tomorrow "Tots and Teens"	G	10m.	2960
JOLLY FROLICS (3)					
(Technicolor)					
3501	(Nov. 30)	The Popcorn Story	E	6 1/2m.	2998
3502	(Jan. 25)	Gerald McBoing-Boing	E	7m.	29998
MR. MAGOO (3)					
(Technicolor)					
3701	(Sept. 14)	Trouble Indemnity	G	6 1/2m.	2943
3702	(Dec. 28)	Bungled Bungalow	E	6 1/2m.	3021
3703	(Apr. 25)	The Barefaced Flatfoot			
MUSIC TO REMEMBER (6)					
3751	(.....)	Prince Igor	G	9 1/2m.	2952
3752	(.....)	Nutcracker Suite	G	9 1/2m.	2960
3753	(.....)	Piano Concerto In B-Flat Minor	G	10m.	2965
3754	(.....)	Peer Gynt Suite	G	9 1/2m.	2985
3755	(.....)	1812 Overture	F	11m.	2998
3756	(.....)	Swan Lake Ballet	G	10m.	3021
SCREEN SNAPSHOTS (12)					
(Series 30)					
3851	(Sept. 28)	30th Anniversary Special	E	11m.	2960
3852	(Oct. 19)	Fun At Shadow Mountain	G	9 1/2m.	2938
3853	(Nov. 16)	Hollywood Goes To Bat	G	10m.	2985
3854	(Dec. 14)	Heart Throbs of Yesterday	G	10m.	3004
3855	(Jan. 25)	Reno's Silver Spurs Awards	F	9m.	3028
3856	(Mar. 22)	Jimmy McHugh's Song Party	G	10 1/2m.	
3857	(Apr. 19)	Hollywood Memories		9m.	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
VARIETY FAVORITES (8)					
(Re-releases)					
3951	(Sept. 21)	Korn Kobbler	G	11m.	2932
3952	(Nov. 23)	Drug Store Follies	F	10 1/2m.	2958
3953	(Dec. 21)	Milt Britton and Band	B	11m.	3005
3954	(Feb. 22)	Brokers' Follies	G	11m.	3043
WORLD OF SPORTS (12)					
3801	(Sept. 28)	Snow Fiesta	G	9m.	2960
3802	(Oct. 26)	King Of The Pins	G	9m.	2986
3803	(Nov. 30)	Mat Masters	F	10m.	2998
3804	(Dec. 28)	Champion Jumpers	G	10m.	3021
3805	(Feb. 22)	Army's All American	G	10m.	3056
3806	(Mar. 22)	Quebec Ice Thrills		10m.	
3807	(Apr. 26)	Tennis Skills			
MGM					
One Reel					
CARTOONS (16)					
(Technicolor)					
(T-J—Tom and Jerry)					
W-231	(Sept. 16)	The Hollywood Bowl (T-J)	E	7m.	2932
W-232	(Sept. 30)	Garden Gopher	G	6m.	2953
W-233	(Oct. 21)	Framed Cat (T-J)	F	7m.	2952
W-234	(Nov. 4)	The Chump Champ	F	7m.	2952
W-235	(Nov. 25)	Cue Ball Cat (T-J)	G	7m.	2959
W-236	(Dec. 9)	The Peachy Cobbler	G	7m.	2975
W-237	(Jan. 6)	Casanova Cat (T-J)	F	7m.	3004
W-238	(Jan. 27)	Fresh Laid Plans	F	9m.	2998
W-239	(Feb. 10)	Cock-A-Doodle Dog	G	7m.	3022
W-240	(Mar. 3)	Jerry And The Goldfish (T-J)	E	7m.	3028
W-241	(Mar. 31)	Daredevil Droopy	G	6m.	3028
W-242	(Apr. 7)	Jerry's Cousin (T-J)	G	7m.	3028
W-243	(May 5)	Droopy's Good Deed	G	7m.	3049
W-244	(May 26)	Sleepy Time Tom (T-J)	F	7m.	3049
W-245	(.....)	Symphony In Slang	E	7m.	3056
(.....)	(.....)	His Mouse Friday	F	7m.	
GOLD MEDAL REPRINT CARTOONS (6)					
(Technicolor)					
W-261	(Oct. 7)	Zoot Cat	E	7m.	2959
W-262	(Dec. 2)	The Early Bird Dood It	G	9m.	2975
W-263	(Feb. 24)	The Million Dollar Cat	F	7m.	2999
W-264	(Apr. 14)	The Shooting Of Dan McGoo	G	8m.	3028
(.....)	(.....)	Gallop'n' Gals	E	8m.	3043
(.....)	(.....)	The Bodyguard			
PEOPLE ON PARADE (8)					
(Technicolor)					
P-211	(Jan. 6)	Egypt Speaks	F	8m.	3013
P-212	(Feb. 3)	Voices Of Venice	G	8m.	3028
P-213	(Apr. 21)	Springtime In The Netherlands (Traveltalk)	G	9m.	3040
P-214	(Apr. 28)	Land Of The Zuider Zee (Traveltalk)	G	9m.	3040
PETE SMITH SPECIALTIES (10)					
S-251	(Sept. 2)	Wrong Way Butch	E	10m.	2943
S-252	(Sept. 9)	Football Thrills No. 13	G	9m.	2932
S-253	(Oct. 21)	Table Toppers	G	8m.	2952
S-254	(Nov. 11)	Curious Contests	G	8m.	2985
S-255	(Dec. 16)	Wanted: One Egg	G	9m.	2986
S-256	(Feb. 17)	Sky Skiers	G	8m.	3022
S-257	(Mar. 24)	Fixin' Fool	G	8m.	3056
S-258	(.....)	Camera Sleuth	G	10m.	3056
Paramount					
Two Reel					
MUSICAL PARADE FEATURETTES (6)					
(Technicolor) (Reissues)					
FF10-1	(Oct. 6)	Mardi Gras	E	19m.	2931
FF10-2	(Oct. 6)	Caribbean Romance	E	19m.	2931
FF10-3	(Oct. 6)	Showboat Serenade	E	20m.	2931
FF10-4	(Oct. 6)	You Hit The Spot	G	18m.	2931
FF10-5	(Oct. 6)	Bombalera	E	19m.	2931
FF10-6	(Oct. 6)	Halfway To Heaven	G	19m.	2931
SPECIAL (1)					
T10-1	(Sept. 1)	The New Pioneers	E	20m.	2932
One Reel					
CASPER CARTOONS (6)					
(Technicolor)					
B10-1	(Oct. 27)	Casper's Spree Under The Sea	E	10m.	2975
B10-2	(Dec. 13)	Once Upon A Rhyme	G	8m.	3004
B10-3	(Mar. 30)	Boa Hoo Baby	G	8m.	3035
GRANTLAND RICE SPORTLIGHTS (12)					
R10-1	(Oct. 6)	Desert Hi-Jinks	G	9m.	2986
R10-2	(Nov. 10)	Outboard Shenanigans	G	9m.	2986
R10-3	(Oct. 6)	Glacier Fishing	G	9m.	2986
R10-4	(Nov. 24)	Targets On Parade	G	10m.	3004
R10-5	(Dec. 8)	Dobbin Steps Out	F	10m.	3004
R10-6	(Dec. 29)	Top Flight Tumblers	G	9m.	3013
R10-7	(Feb. 16)	Isle Of Sport	F	10m.	3035
R10-8	(Mar. 16)	Big Little Leaguers	E	9m.	3051
NOVELTOONS (10)					
(Technicolor)					
P10-1	(Nov. 10)	Voice Of The Turkey	F	6m.	2975
P10-2	(Nov. 24)	Mice Meeting You	G	7m.	3004
P10-3	(Dec. 22)	Sock-A-Bye Kitty	G	7m.	3013
P10-4	(Jan. 12)	One Quack Mind	F	7m.	3013
P10-5	(Mar. 9)	Mice Paradise	G	7m.	3035
P10-6	(Apr. 27)	Hold The Lion Please	G	7m.	3056
P10-7	(May 4)	Land Of Lost Watches			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
PACEMAKERS (6)					
K10-1	(Oct. 20)	Just Fur Fun	E	10m.	2953
K10-2	(Oct. 27)	The City of Beautiful Girls.....	G	10m.	2975
K10-3	(Dec. 8)	Country Cop	G	10m.	3005
K10-4	(Feb. 2)	Music Circus	F	11m.	3035
K10-5	(Mar. 23)	Kids And Pets	G	11m.	3056
K10-6	(Apr. 13)	The Littlest Expert			
POPEYE CARTOONS (8)					
(Technicolor)					
E10-1	(Oct. 13)	Quick On The Vigor	G	7m.	2953
E10-2	(Nov. 10)	Riot In Rhythm	F	7m.	2975
E10-3	(Dec. 1)	Farmer And The Belle	G	7m.	3004
E10-4	(Jan. 26)	Vacation With Play	G	7m.	3005
E10-5	(Apr. 20)	Thrill Of Fair	G	7m.	3056
E10-6	(May 18)	Alpine For You			
POPEYE CHAMPIONS (4)					
(Reissues)					
Z10-1	(Oct. 6)	Her Honor The Mare ...	E	7m.	2953
Z10-2	(Nov. 3)	We're On Our Way To Rio G		8m.	2959
Z10-3	(Nov. 17)	Pop-Pie A La Mode	G	8m.	2959
Z10-4	(Nov. 17)	Shape Ahoy	G	7 1/2m.	2959
SCREEN SONGS (6)					
(Technicolor)					
X10-1	(Nov. 17)	Fiesta Time	G	7m.	2985
X10-2	(Nov. 17)	Fresh Yeggs	F	8m.	2985
X10-3	(Feb. 9)	Tweet Music	G	7m.	3040
X10-4	(Apr. 20)	Drilppy Mississippi	E	7m.	3056
X10-5	(May 11)	Miners Forty Niners			
THE MOVIES AND YOU					
(All Industry Shorts)					
T10-2	(Jan. 15)	The Cinematographer	E	9 1/2m.	3005
RKO					
Two Reel					
CLARK AND McCULLOUGH REISSUES (4)					
13601	(Sept. 8)	Fits In A Fiddle	F	15m.	3003
13602	(Oct. 20)	Hey, Nanny, Nanny	F	15m.	3012
13603	(Nov. 17)	Alibi Bye, Bye	G	21m.	2974
13604	(Dec. 29)	Jitters The Butler	F	20m.	3003
COMEDY SPECIALS (6)					
13401	(Sept. 22)	Waiting For Baby	G	17m.	2882
13402	(Nov. 24)	Nightclub Daze	F	16m.	2907
13403	(Jan. 14)	The Newlywed's Boarder..		17m.	
13404	(Mar. 16)	Tin Horn Troubadors		16m.	
EDGAR KENNEDY REISSUES (4)					
13501	(Sept. 1)	Act Your Age	G	18m.	2958
13502	(Sept. 29)	'Tain't Legal	B	16m.	2958
13503	(Oct. 27)	Kennedy The Great	F	19m.	2974
13504	(Dec. 22)	Mutiny In The County	F	17m.	2974
LEON ERROL COMEDIES (6)					
13701	(Sept. 15)	Texas Tough Guy	F	18m.	2964
13702	(Dec. 1)	Spooky Wooky	F	15m.	2998
13703	(Jan. 26)	Chinatown Chump	F	16m.	3035
13704	(Mar. 30)	Punchy Pancho	G	16m.	3028
MY PAL (2)					
13201	(Oct. 6)	Pal, Fugitive Dog	F	21m.	2986
13202	(Feb. 16)	Pal's Gallant Journey	G	22m.	3035
SPECIALS (3)					
13001	(Sept. 29)	You Can Beat The A-Bomb	E	19 1/2m.	2956
13901	(Dec. 8)	Football Headliners of 1950	F	17m.	3012
13801	(Apr. 13)	Basketball Headliners of 1951	G	17m.	
THIS IS AMERICA (13)					
13101	(Sept. 15)	Pinkerton Man	F	16m.	2943
13102	(Oct. 15)	Seven Cities Of Washington	G	15m.	2986
13103	(Nov. 10)	Whereabouts Unknown	E	15m.	2998
13104	(Dec. 9)	Letter To A Rebel (Reissue).....	G	16m.	2974
13105	(Dec. 5)	Airlines To Anywhere	G	16m.	3028
13106	(Feb. 2)	Lone Star Roundup	G	15m.	3056
13107	(Mar. 2)	Cruise Ship	G	16m.	3056
13108	(Mar. 30)	Day Of The Fight		16m.	
	(.....)	The MacArthur Story			
TRUE-LIFE ADVENTURES (1)					
(Technicolor)					
(.....)		Nature's Half Acre			
One Reel					
SCREENLINERS (13)					
14201	(Sept. 8)	It's Only Muscle	G	9m.	2938
14202	(Oct. 6)	Fairest Of The Finest	G	8m.	2965
14203	(Nov. 3)	The Big Appetite	G	9m.	2986
14204	(Dec. 1)	Package Of Rhythm	G	10m.	3013
14205	(Dec. 29)	Research Ranch	F	8m.	3013
14206	(Jan. 26)	Movie Oldies	G	9m.	3035
14207	(Feb. 23)	Life Guard	G	8 1/2m.	3051
14208	(Mar. 23)	Flying Padre		9m.	
SPORTSCOPES (13)					
14301	(Sept. 22)	Crocodile Hunters	F	9m.	2960
14302	((Oct. 20)	Football's Mighty Mustang.....	F	8m.	2975
14303	(Nov. 17)	Diving Dynasty	F	8m.	3004
14304	(Dec. 15)	Connie Mack	F	8m.	2975
14305	(Jan. 12)	Canadian Snow Fun	G	8m.	3035
14306	(Feb. 9)	Big House Rodeo			
14307	(Mar. 9)	The Big Shoot	G	8m.	3059
14308	(Apr. 6)	Slammin' Sammy Snead....			
THE MOVIES AND YOU					
(All-Industry Shorts)					
14801	(Sept. 13)	The Costume Designer	E	9m.	2749

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WALT DISNEY CARTOONS (18)					
(Technicolor)					
(D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro; S—Special)					
14101 (Sept. 1)	Hook, Lion And Sinker(D) G	7m. 2965			
14102 (Sept. 22)	Camp Dog (P) G	7m. 2965			
14103 (Oct. 13)	Bee At The Beach (D) F	7m. 2974			
14104 (Nov. 3)	Hold That Pose (G) G	7m. 2998			
14105 (Nov. 24)	Morris The Midget Moose (S) G	8m. 2938			
14106 (Dec. 15)	Out On A Limb (D) G	7m. 3013			
14107 (Jan. 5)	Lion Down (G) G	7m. 3013			
14108 (Jan. 19)	Chicken In The Rough G	7m. 3035			
14109 (Feb. 9)	Cold Storage (P) E	7m. 3040			
14110 (Mar. 2)	Dude Duck (D) F	7m. 3056			
14111 (Mar. 23)	Homemade Home (G) F	7m.			
14112 (Apr. 6)	Corn Chips (D) G	7m.			
14113 (Apr. 21)	Cold War (S) G				
(.....)	Test Pilot Donald				

WALT DISNEY REISSUES (6)

(Technicolor)

14701 (Oct. 27)	The Moth And The Flame E	8m. 2975
14702 (Dec. 29)	Donald's Golf Game E	8m. 2985
14703 (Feb. 23)	Merbabies E	9m. 2985
14704 (Apr. 20)	The Practical Pig E	8m. 2985
14705 (July 6)	Polar Trappers E	8m. 2985
14706 (Aug. 24)	The Old Mill E	9m. 2985

Republic

SERIALS (4)

5081 (Dec. 23)	Desperadoes Of The West G	12ep. 2934
5082 (Mar. 17)	Flying Disc Men From Mars G	12ep. 2974
5083 (June 9)	Perils Of The Darkest Jungle (Reissue) F	12ep. 3012
(.....)	Don Daredevil Rides Again	

THIS WORLD OF OURS (6)

(Trucolor)

4975 (Mar. 15)	Norway G	9m. 2806
4976 (June 1)	Denmark G	9m. 2890
4977 (July 15)	Glacier National Park G	9 1/2m. 2915
4978 (Aug. 30)	Sweden G	9m. 2932
4979 (Oct. 15)	France E	10m. 2965
4980 (Nov. 30)	Holland G	9m. 2986
(1950-51)		
5071 (Jan. 15)	London F	9m. 3013
5072 (Feb. 15)	Portugal G	9 1/2m. 3040
5703 (Mar. 15)	Spain G	9m.
5704 (Apr. 15)	England G	9m.

20th Century-Fox

Three Reel

7101 (Jan.)	Why Korea? E	30m. 3012
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THE MARCH OF TIME (8)

(Vol. 16)

(Feb.)	No. 1—Mid Century: Half Way To Where? E	17m. 2798
(Mar.)	No. 2—The Male Look G	16m. 2819
(Apr.)	No. 3—Where's The Fire? E	19m. 2850
(May)	No. 4—Beauty At Work E	17m. 2874
(Aug.)	No. 5—As Russia Sees It G	16m. 2914
(Sept.)	No. 6—The Gathering Storm F	17m. 2952
(Nov.)	No. 7—Schools On The March G	18m. 2974
(Dec.)	No. 8—Tito—New Ally? E	18m. 3003

(Vol. 17) (8)

(Feb.)	No. 1—Strategy For VictoryG	17 1/2m. 3028
(Mar.)	No. 2—Flight Plan For Freedom E	18 1/2m. 3049

SPECIAL

7903 (.....)	Draughtsman Of Dreams G	16 1/2m. 2850
(.....)	The Magnetic Tide (Cine- color) G	21m. 2985

One Reel

LEW LEHR (2)

(Re-releases)

9001 (Aug.)	Monkeys Is The Cwaziest People G	9m. 2915
9002 (Aug.)	Monkey Doodle Dandies G	9m. 2915

MOVIETONE ADVENTURES

(Technicolor)

2051 (Apr.)	Pattern Of Progress G	8m. 2806
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MOVIETONE MELODIES (4)

7601 (Jan.)	Lawrence Welk and His Champagne Music F	9m. 2779
7002 (Mar.)	Red Ingle and His Gang G	9m. 2785
7003 (Aug.)	Skitch Henderson & Orch. F	10m. 2883
7004 (Oct.)	The Fontane Sisters F	8m. 2932

MOVIETONE SPECIALTIES (6)

8001 (June)	Mid-West Metropolis G	9m. 2839
8003 (July)	Music Of Manhattan E	10m. 2839
9301 (Feb.)	Struggle For Survival E	9m. 2591
9802 (Aug.)	The Hunter E	8m. 2667
9803 (Sept.)	Shadows In The Snow G	9m. 2725

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SPECIAL					
(.....)	Home Of The Homeless G	10m. 2837			
SPORTS REVIEWS (12)					
(T—Technicolor)					
3001 (Jan.)	Skiing Is Believing G	9m. 2779			
3002 (Feb.)	From Jib To Tapsall F	8 1/2m. 2770			
3003 (May)	Diving Maniacs G	9m. 2884			
3004 (May)	Shooting The Salmon Rapids G	10m. 2839			
3005 (July)	Winning Form F	10m. 2915			
3006 (June)	Action With Rod And Reel G	10m. 2850			
3007 (Sept.)	Bowlers' Fair B	8m. 2915			
3008 (Sept.)	Football Pay-Off Plays G	10m. 2965			
3009 (Oct.)	Circus On The Campus G	10m. 2965			
3010 (Nov.)	Tee Girls G	10m. 2965			
3051 (Mar.)	Frolic In Sports G	8m. 2806			
(1950-51)					
3101 (Jan.)	Arrow Artistry F	9m. 3056			
3102 (Mar.)	Let's Go Marlin Fishing...G	10m.			

TERRYTOONS (20)

(Technicolor)

5001 (Jan.)	Comic Book Land G	7m. 2779
5002 (Feb.)	The Talking Magpies In The Fox Hunt F	7m. 2784
5003 (Mar.)	Victor The Volunteer In Better Late Than Never...G	7m. 2785
5004 (Mar.)	Mighty Mouse In Anti-CatsF	7m. 2806
5005 (Apr.)	Aesops Fable Foiling The Fox F	7m. 2839
5006 (Apr.)	Dinky In The Beauty Shop F	7m. 2839
5007 (May)	The Talking Magpies In A Merry Chase F	7m. 2839
5008 (May)	Dream Walking G	7m. 2850
5009 (June)	Mighty Mouse In Law And Order F	6 1/2m. 2915
5010 (July)	The Red Headed Monkey...F	7m. 2883
5011 (July)	Dingbat In All This And Rabbit Stew F	7m. 2883
5012 (Aug.)	The Dog Show F	7m. 2883
5013 (Aug.)	The Talking Magpies In Kling Tut's Tomb G	7m. 2839
5014 (Sept.)	Little Roquefort In Cat Happy F	7m. 2907
5015 (Sept.)	If Cats Could Sing F	6 1/2m. 2915
5016 (Oct.)	Little Roquefort In Mouse And Garden F	6 1/2m. 2932
5017 (Oct.)	Mighty Mouse In Beauty On The Beach G	7m. 2932
5018 (Nov.)	Gandy Goose In Wide Open Spaces G	7m. 2965
5019 (Dec.)	Dingbat In Sour Grapes G	7m. 2965
5020 (Dec.)	Mighty Mouse In Mother Goose's Birthday Party G	7m. 2965

(1950-51) (26)

5101 (Jan.)	The Talking Magpies In Rival Romeos F	7m. 2965
5102 (Jan.)	Nutsy In Squirrel Crazy...G	7m. 3021
5103 (Feb.)	Little Roquefort In Three Is A Crowd G	7m. 3021
5104 (Feb.)	Woodman Spare That TreeF	6 1/2m. 3013
5105 (Mar.)	Half Pint In Stage Struck F	7m. 3021
5106 (Mar.)	Super Mouse In Sunny ItalyG	7m. 3021
5107 (Mar.)	Gandy Goose In Songs Of Erin G	7m. 3021
5108 (Apr.)	The Talking Magpies In Bulldozing The Bull F	6m. 3040
5109 (Apr.)	Gandy Goose In Spring Fever F	6 1/2m. 3051
5111 (May)	Little Roquefort in Musical Madness F	7m. 3056
5110 (May)	Mighty Mouse in Goons From The Moon G	7m.
5112 (June)	Half Pint in Elephant Mouse G	7m.
5113 (June)	The Talking Magpies in The Rainmakers G	7m.

(Reissues) (4)

5021 (Jan.)	Mississippi Swing G	7m. 2784
5022 (Feb.)	What Happens At Night G	7m. 2785
5023 (May)	Orphan Duck G	7m. 2839
5024 (June)	Just A Little Bull F	7m. 2839

(1951) (4)

5127 (Jan.)	Lucky Duck G	7m. 3013
5128 (Feb.)	The Bird Tower G	7m. 3012
5129 (Apr.)	Shipyard Symphony E	6m. 3043

THE MOVIES AND YOU

(All-Industry Shorts)

9701 (Nov. 1 '49)	The Art Director E	8m. 2735
9702 (Nov.)	The Screen Writer E	9 1/2m. 2965

United Artists

One Reel

(1950)

SONGS OF AMERICA (18)

(Aug. 19)	Melodic Spirituals G	9m. 2793
(July 22)	Treasured Ballads Of America G	10m. 2793
(Sept. 9)	Visions And Voices G	9m. 2793
(Oct. 7)	Melodic Sketches G	9m. 2785
(Nov. 4)	Symphonic Shades G	8m. 2785
(Dec. 2)	Melodies Reborn F	10m. 2785
(Dec. 31)	Cherished Melodies G	9 1/2m. 2814
(Jan. 27)	Southern A Capella G	8m. 2814
(Mar. 17)	Memorable Gems F	8 1/2m. 2820

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
(Mar. 25)	The Tradition G	8 1/2m. 2814			
(Apr. 14)	Tunes That Live F	9m. 2820			
(May 12)	Glory Filled Spirituals F	10m. 2820			
(June 9)	Highlights Of Long Ago F	9m. 2889			
(July 14)	Long Remembrances F	8m. 2889			
(Aug. 11)	Folklore F	8m. 2889			
(Sept. 15)	The Moods F	8 1/2m. 3021			

Universal-International

Two Reel

NAME BAND MUSICALS (13)

6301 (Nov. 8)	The Harmonicats and Miguelito Valdes Orchestra F	15m. 2998
6302 (Dec. 20)	Jerry Gray and the Band of Today G	15m. 2999
6303 (Jan. 3)	Sugar Chile Robinson, Billie Holiday, Count Basie and His Sextet G	15m. 3035
6304 (Jan. 31)	Frankie Carle and His Orchestra G	15m. 3028
6305 (Feb. 28)	Ray Anthony And His Orchestra F	15m. 3040
6306 (Mar. 28)	Tex Williams' Western Varieties G	15m. 3049

SPECIALS (2)

6201 (Nov. 8)	Fun At The Zoo G	18m. 2932
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One Reel

CARTOON MELODIES (8)

6381 (Nov. 20)	Brother John F	9m. 2999
6382 (Jan. 22)	Peggy, Peg, and Polly....F	8m. 2999
6383 (Mar. 19)	Lower The Boom G	10m. 3028
(.....)	Bubbles Of Song	

VARIETY VIEWS (8)

6341 (Jan. 22)	Battle Of The Bulge F	9m. 3021
6342 (Feb. 19)	Brooklyn Goes To Beantown F	9m. 3028
6343 (Mar. 5)	Springboard To Fame G	9m. 3049
(.....)	Hickory Holiday	

WALTER LANTZ CARTUNES (13)

(Reissues)

(Technicolor)

6321 (Nov. 6)	Life Begins For Andy Panda G	7m. 2985
6322 (Dec. 4)	Three Lazy Mice G	7m. 2999
6323 (Dec. 25)	Chew Chew Baby F	7m. 3012
6324 (Jan. 15)	Dippy Diplomat B	7m. 3021
6325 (Feb. 12)	The Adventures Of Tom Tom Thumb, Jr. G	7m. 3043
6326 (Mar. 19)	Woody Dines Out F	7m. 3035
6327 (Apr. 23)	Andy Panda Goes Fishing	
6328 (May 14)	Springtime Serenade	
6329 (June 18)	Jungle Jive	
6330 (July 16)	Who's Cookin' Who	
6331 (Aug. 20)	Pied Piper Of Basin Street	
6332 (Sept. 17)	100 Pygmies And Andy Panda	
6333 (Oct. 15)	The Fox And The Rabbit	

WOODY WOODPECKER CARTOONS (6)

(Technicolor)

6351 (Jan. 22)	Puny Express E	7m. 3035
6352 (Mar. 26)	Sleep Happy F	7m. 3049
6353 (.....)	Wicket Wacky	7m.

Warners

Two Reel

SPECIALS (8)

(Technicolor)

7001 (July 29)	Wish You Were Here G	20m. 2900
7002 (Nov. 4)	Royal Rodeo G	14 1/2m. 2964
7003 (Dec. 23)	The Wanderer's Return E	16m. 3005
7004 (Feb. 17)	My Country 'Tis Of Thee G	15m. 3028
7005 (Mar. 17)	The Neighbor Next Door G	20m. 3049
7006 (May 5)	Stranger In The Lighthouse	

FEATURETTES (6)

7101 (Sept. 9)	Wagon Wheels West F	20m. 2943
7102 (Nov. 18)	Barber Shop Ballads E	19m. 2974
7103 (Jan. 27)	Ace Of Clubs G	16m. 3028
7104 (Mar. 31)	Roaring Guns E	19m. 3051
7105 (May 26)	Hunting The Hard Way	

One Reel

BLUE RIBBON HIT PARADES (13)

(Reissues)

(Technicolor)

7301 (Sept. 16)	Fagin's Freshmen G	7m. 2932
7302 (Oct. 14)	Slightly Daffy G	6m. 2959
7303 (Nov. 11)	The Aristo Cat G	7m. 2959
7304 (Dec. 9)	The Unbearable Bear G	7m. 2975
7305 (Jan. 6)	Duck Soup To Nuts F	7m. 2985
7306 (Feb. 3)	Flowers For Madame F	7m. 3012
7307 (Mar. 3)	Life With Feathers G	7m. 3028
7308 (Mar. 24)	Peck Up Your Troubles...G	7m. 3028
7309 (Apr. 21)	Odor-Able Kitty G	7m. 3056
7310 (May 19)	Book Revue	

BUGS BUNNY SPECIALS (8)

(Techn

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
HIT PARADE OF GAY NINETIES (8)					
7801	(Oct. 7)	When Grandpa Was A Boy	F	9m.	2959
7802	(Dec. 16)	The Old Family Album	F	9m.	3013
7803	(Feb. 10)	The Naughty 20's			
7804	(Feb. 10)	Childhood Days	G	10m.	3049
7805	(Apr. 28)	In Old New York			
JOE McDOAKES COMEDIES (6)					
7401	(Sept. 23)	So You Want A Raise	G	10m.	2953
7402	(Dec. 2)	So You're Gaing Ta Have An Operation	F	10m.	2975
7403	(Jan. 13)	So You Want Ta Be A Handyman	F	10m.	2999
7404	(Apr. 14)	So You Want Ta Be A Cowboy	G	10m.	3056
MERRIE MELODIES (18) (Technicolor)					
7701	(Oct. 21)	Stooge For A Mause	G	7m.	2959
7702	(Oct. 28)	Pop 'Im Pop!	F	7m.	2960
7703	(Nov. 25)	Caveman Inkl	G	7m.	2965
7704	(Dec. 2)	Dog Collared	F	7m.	2985
7705	(Dec. 30)	Two's A Crowd	G	7m.	3013
7706	(Jan. 20)	A Fox In A Fix	F	9m.	3013
7707	(Feb. 3)	Canned Feud	G	7m.	3028
7708	(Feb. 24)	Putty Tat Trouble	G	7m.	3021
7709	(Mar. 3)	Corn Plastered	G	7m.	3040
7710	(Mar. 24)	Scent-imental Romea	G	7m.	3040
7711	(Apr. 7)	A Bone For A Bone	F	7m.	3056
7712	(Apr. 28)	A Hound For Trouble	G	7m.	
7713	(May 12)	Early To Bet			
SPORTS PARADE (10) (Technicolor)					
7501	(Dec. 9)	Wild Water Champions	G	15m.	2975
7502	(Sept. 2)	Grandad Of Races	G	10m.	2943
7503	(Oct. 21)	Paddle Your Own Canoe	G	10m.	2953
7504	(Jan. 13)	Ski In The Sky	F	9m.	3005
7505	(Feb. 24)	The Will Ta Win	F	10m.	3035
7506	(Apr. 7)	Rocky Eden	G	10m.	3056
7507	(May 12)	Hawaiian Sparts			
THE MOVIES AND YOU (All Industry Shorts)					
(Mar.)		The Film Director	E	9m.	3051
VITAPHONE NOVELTIES (8)					
7601	(Oct. 14)	Slap Happy	F	10m.	2953
7602	(Nov. 25)	Thase Who Dance	F	8 1/2m.	2965
7603	(Dec. 30)	Blaze Busters	G	10m.	3013
7604	(Jan. 20)	Animal Antics	F	9m.	3028
7605	(Mar. 10)	Horse-Hide Heroes	G	10m.	3056
7606	(Apr. 21)	Anything For Laughs			
Miscellaneous					
		An Island—Japan (United World)	G	21m.	2938

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
		Animal Theatre, The (Artkina)	G	37m.	3012
		Artek (Artkino)	G	18m.	3028
		As Old As The Hills (Brit. Inf. Serv.) (Technicolor)	G	10m.	3021
		Beautiful Blue Danube Waltz, The (Hoffberg)	G	12 1/2m.	
		Caucasian Reserves (Artkina)	F	10m.	3031
		Ceiling Of The Sistine Chapel, The (Lux)	G	9m.	
		City In Siege (Nat. Film Board of Canada)	G	16m.	3043
		Composers In Clay (Canton-Weiner)	E	17m.	2985
		Coral Wonderland (Australian News and Info. Bureau)	F	25m.	3005
		Dangerous Waters (Technicolor) (Jam Handy)	F	9m.	3005
		Earthquake In Equador (UN)	G	15m.	2974
		Feathered Fishes (Australian News and Info. Bureau)	G	15m.	3005
		First Forty Days, The (U. S. Army)	G	25m.	3013
		Flying Saucer Mystery, The (Telenews)	F	10m.	2985
		4 Songs By 4 Gentelmen (Nat. Film Board of Canada)	F	7m.	
		Gardens Of Old England (Brit. Inf. Serv.)	G	10m.	3022
		Genius Of Turner, The (Lux)	F	10m.	
		Grandma Moses (AF Films)	E	22m.	2974
		Hollywood Ten, The (Contemporary) (No Rating)		15m.	2938
		Hunting With Bow And Arrow (Cornell)	E	17m.	3021
		Irish Melody (Bell)	G	36m.	3005
		Killers Of The Deep (Astor)	B	22m.	3028
		Lincoln's Gettysburg Address (AFE)	E	11m.	3059
		Laves Of Franistan, The (Canton-Weiner)	G	7m.	3028
		Mare About Me (Canton-Weiner)	G	7m.	2986
		Mystery Of Leonard Da Vinci, The (Lux)	G	8m.	
		Of Human Rights (UN)	G	21 1/2m.	2974
		On Stage Everybody (NSS)	E	9 1/2m.	2938
		Partner Perkins (Technicalor) (NSS)	G	10 1/2m.	2959
		Pattern For Survival (Kodachrome) (Cornell) (16mm. and 35mm.)	E	20m.	2986

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
		Polkas By Johann Strauss (Hoffberg)	G	12 1/2m.	
		Rodin (Canton-Weiner)	E	21m.	3021
		Russian Ballet and Falk Music (Artkino)	G	11m.	2960
		Salzburg Fiesta (Hoffberg)	G	12 1/2m.	
		Scenes From Rigoletto (Artkino)	F	10m.	3056
		Serenade (Ambassador)	G	10m.	3005
		Singers Of Israel (Central Cinema)	G	10m.	3028
		Song Of The Prairie (Official Films)	F	18m.	3043
		Strauss Festival (Films International)	E	5m.	3051
		Struggle For Oil, The (Brit. Inf. Serv.)	G	22m.	2999
		Tales From The Vienna Woods (Hyperion)	E	10m.	3005
		Tarantelle (Technicolor) (Nemeth)	F	5m.	293
		Tiepolo Skies (Lux)	F	5m.	
		Touch Of The Shamrock, A (Bell)	F	28m.	3005
		Trip Through Space, A (Hoffberg)	F	12m.	3056
		Trooping The Colors (BIS)	F	11m.	2986
		Tryptych (Technicolor) (Lux)	E	15m.	
		Unfinished Symphony			
		United Nations Screen Magazine—No. 5 (UN)	G	10m.	
		United Nations Screen Magazine—No. 6 (UN)	G	10m.	
		United Nations Screen Magazine—No. 8 (UN)	G	10m.	
		(Hyperion)	G	10m.	3005
		Vienna Blood (Hyperion)	G	10m.	3005
		Village Tale, The (Canton-Weiner)	E	35m.	3013
		What's The Name Of That Song? (Dorety)	F	18 1/2m.	2986
		You Can Change The World (The Christophers)	G	20m.	3021
		Young Pioneers (Artkino)	G	10m.	

The Movies And You					
(All-Industry Sharts)					
(Nov.)		The Screen Writer (20th-Fox)	E	9 1/2m.	2965
(Mar. '51)		The Film Director (Warners)	E	9m.	3051
(Sept. 13)		The Costume Designer (RKO)	E	9m.	2769
(Jan. 15)		The Cinematographer (Paramaunt)	E	9 1/2m.	3005

Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible an information made available by the home office.

EAGLE LION CLASSICS		LIPPERT		METRO		MONOGRAM		PARAMOUNT		RKO		REPUBLIC		20th-FOX		UNITED ARTISTS		U.-INT.		WARNERS	
MARCH		MARCH		MARCH		MARCH		MARCH		MARCH		MARCH		MARCH		MARCH		MARCH		MARCH	
COLUMBIA	Al Jennings Of Oklahoma	MARCH	The Dragon	Three Guys Named Mike	Novy Bound	Man From Sonora, W	The Mating Season	Tarzan's Peril	Oh! Susanna	The Sword Of Monte Cristo	The Second Woman	The Groom	Ware Spurs	Sugarfoot	MARCH	The Groom	Ware Spurs	R. Scott, A. Jergens (Technicolor)	Lightning Strikes Twice	R. Roman, R. Todd, Z. Scott	Dodge City
	D. Duryea																				
	M. Baer, J. Coogan																				
COLUMBIA	The Blue Lomp		Stop That Cob	Royal Wedding	Gypsy Fury	Man From Sonora, W	The Redhead And The Cowboy	Hord, Fast, And Beautiful	Silver City	Lucky Nick Cain	Bird Of Paradise	Air Cadet	The Magnat	Lulloby Of	MARCH	Meet The Invisible Man	Abbott and Costello	Dodge City	Lightning Strikes Twice	R. Roman, R. Todd, Z. Scott	Dodge City
	J. Warner, G. Hanley, J. Whitby																				
	M. Baer, J. Coogan																				
COLUMBIA	Texons Never Cry		Inside Straight	The M-G-M Story	The Lian Hunters	Man From Sonora, W	The Redhead And The Cowboy	Hord, Fast, And Beautiful	Silver City	Lucky Nick Cain	Bird Of Paradise	Air Cadet	The Magnat	Lulloby Of	MARCH	Meet The Invisible Man	Abbott and Costello	Dodge City	Lightning Strikes Twice	R. Roman, R. Todd, Z. Scott	Dodge City
	G. Autry, G. Davis, P. Buttram																				
	M. Baer, J. Coogan																				
COLUMBIA	Fort Savage		The M-G-M Story	The Lian Hunters	Man From Sonora, W	Man From Sonora, W	The Redhead And The Cowboy	Hord, Fast, And Beautiful	Silver City	Lucky Nick Cain	Bird Of Paradise	Air Cadet	The Magnat	Lulloby Of	MARCH	Meet The Invisible Man	Abbott and Costello	Dodge City	Lightning Strikes Twice	R. Roman, R. Todd, Z. Scott	Dodge City
	C. Starrett, S. Burnette, P. Thompson																				
	M. Baer, J. Coogan																				
COLUMBIA	Volentino		Donger Zone	The Great Caruso	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	MARCH	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders
	A. Dexter, E. Parker, P. Medina																				
	M. Baer, J. Coogan																				
COLUMBIA	Fury Of The Congo		Pier 23	Fother's Little Dividend	Soldiers Three	Soldiers Three	Soldiers Three	Soldiers Three	Soldiers Three	Soldiers Three	Soldiers Three	Soldiers Three	Soldiers Three	Soldiers Three	MARCH	Soldiers Three	Soldiers Three	Soldiers Three	Soldiers Three	Soldiers Three	Soldiers Three
	J. Weissmuller, S. Moreland																				
	M. Baer, J. Coogan																				
COLUMBIA	Flome Of Stombloul		The Great Caruso	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	MARCH	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders
	R. Denning, L. Ferraday																				
	M. Baer, J. Coogan																				
COLUMBIA	Whirlwind		The Great Caruso	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	MARCH	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders
	G. Autry, S. Burnette, G. Davis																				
	M. Baer, J. Coogan																				
COLUMBIA	King Of The Wild Horses		The Great Caruso	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	MARCH	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders	Conyon Riders
	W. Janney, D. Appleby, Rex																				
	M. Baer, J. Coogan																				
COLUMBIA	Sonto Fe		Roaring City	The Pointed Hills	Blazing Bullets, W	Blazing Bullets, W	Blazing Bullets, W	Blazing Bullets, W	Blazing Bullets, W	Blazing Bullets, W	Blazing Bullets, W	Blazing Bullets, W	Blazing Bullets, W	Blazing Bullets, W	MARCH	Blazing Bullets, W	Blazing Bullets, W	Blazing Bullets, W	Blazing Bullets, W	Blazing Bullets, W	Blazing Bullets, W
	R. Scott, J. Carter, J. Courtland																				
	M. Baer, J. Coogan																				
COLUMBIA	Smuggler's Gold		Kentucky Jubilee	Go For Broke	Covallry Scout	Covallry Scout	Covallry Scout	Covallry Scout	Covallry Scout	Covallry Scout	Covallry Scout	Covallry Scout	Covallry Scout	Covallry Scout	MARCH	Covallry Scout	Covallry Scout	Covallry Scout	Covallry Scout	Covallry Scout	Covallry Scout
	C. Mitchell, A. Blake, C. B. Reed																				
	M. Baer, J. Coogan																				
COLUMBIA	Soturday's Hero		The Hoodlum	Blazing Bullets, W	Blazing Bullets, W	Blazing Bullets, W	Blazing Bullets, W	Blazing Bullets, W	Blazing Bullets, W	Blazing Bullets, W	Blazing Bullets, W	Blazing Bullets, W	Blazing Bullets, W	Blazing Bullets, W	MARCH	Blazing Bullets, W	Blazing Bullets, W	Blazing Bullets, W	Blazing Bullets, W	Blazing Bullets, W	Blazing Bullets, W
	J. Derek, D. Reed, O. Hulet																				
	M. Baer, J. Coogan																				
COLUMBIA	Snake River		The Hoodlum	Blazing Bullets, W	Blazing Bullets, W	Blazing Bullets, W	Blazing Bullets, W	Blazing Bullets, W	Blazing Bullets, W	Blazing Bullets, W	Blazing Bullets, W	Blazing Bullets, W	Blazing Bullets, W	Blazing Bullets, W	MARCH	Blazing Bullets, W	Blazing Bullets, W	Blazing Bullets, W	Blazing Bullets, W	Blazing Bullets, W	Blazing Bullets, W
	Desperadoes, W																				
	M. Baer, J. Coogan																				

HOLIDAYS
Apr. 21-22—Passover
May 13—Mother's Day
May 30—Memorial Day

ALLIED ARTISTS
May—Was An American Spy—A. Dvorka, G. Evans, D. Kennedy

REALART
Mar.—Deadly Enemies—B. Crawford, R. Cameron
Condemned To Hang—F. Tone, E. Raines, A. Curtis
Apr.—Phantom Of Paris—M. Montez, P. Knowles
Werewolf Of London—H. Hull, V. Hobson

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CENTURY-FOX

Volume 45 Number 25
Two Sections: Section One

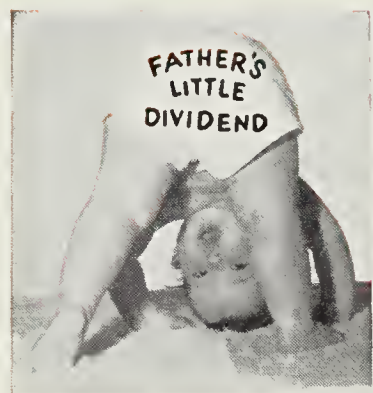
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Tops "Royal Wedding" and equals "Father of the Bride" in first 10 spots as follows: First 3 days Buffalo, New Haven, Bridgeport, Nashville, Kansas City, Los Angeles (Two theatres). First 4 days Danbury. First 2 days Washington, D. C. First 5 days Norwich. Now Radio City Music Hall joins the box-office party!



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bailed by press
as New Star!

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98% of "Summer Stock"

90% of "Three Little Words"

81% of "Annie Get Your Gun"

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SOME THIEVES in the eastern area have one track minds. A year ago, they broke into the projection booth of a drive-in, and stole the lenses just before the open-airer bowed in for the season. Since they did the same thing this year, they must be sold on the quality of the lenses.

★

THE annual meeting of Du Pont stockholders was enlivened by a question seeking to find out why the company's feature film, "The Du Pont Story", was processed on Eastman Kodak stock. The answer lies in the fact that Du Pont, which also sells film to companies, doesn't have colored commercial film as yet.

★

A DRIVE-IN owner gives each new born babe a pass good for free admissions for 12 years, with a pair of passes for his parents the first time they bring him. While it might be pointed out that children up to 12 accompanied by parents get in free anyway, it's a good ballyhoo idea.

★

IF, within one minute of the conclusion of General MacArthur's recent address to the combined Senate and House, someone hadn't registered the title, "Old Soldiers Never Die", for a film, they should have.

★

IF it did nothing else, the announcement that one distributor had advocated selling by mail gave the wags a chance to work overtime. They asked whether a sales drive of that particular organization would be held in honor of the Postmaster General, whether postal inspectors would be used to check the boxoffice, and, finally, if, when an exhibitor wanted an adjustment on mail deals would he go to his local postoffice, and receive it in stamps.

—H. M. M.

I N D E X

VOL. 45, No. 25

APRIL 25, 1951

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THE COVER PHOTO

One of the most prominent theatremen in the south is Joy N. Houck, who parlayed a tent movie show in his father's back yard into Joy Theatres, Inc., operating over 50 conventional houses and drive-ins in Louisiana, Mississippi, Texas, Arkansas.

EXHIBITOR

VOL. 45, No. 25



APRIL 25, 1951

No Slide Rules—Thank Goodness

THAT age-old argument advanced by most of the industry, that this is a business like no other, and one which can be run only by those who have given of their sweat, tears, and brains, was again proved sound when Eagle Lion Classics joined the other companies which have dropped from the film horizon.

WITHOUT going into the whys and wherefores, one fact stands out: nothing can take the place of experience.

MANY so-called outsiders have tried to run our industry along the same lines as railroads, banks, manufacturing plants, or other commercial organizations. They have brought in their lawyers, economists, efficiency men, business experts, and the like, and always the operation of the film companies has to be given back to the experienced showmen who, not through charts, graphs, and statistics but through judgment, experience, and sound showmanship, have successfully run their organizations.

PERHAPS in other fields, two and two always add up to four but not in this business. Pages of reports and analyses don't mean much without that wizardry which only toppers in our industry possess. Men like the Skourases, the Warners, the Cohns, Nate Blumberg, Herb Yates, Ned Depinet, Barney Balaban, the Schencks, and other production-distributor leaders, while they realize the need for efficiency in operation, know only too well that the magic touch so necessary for success in this business can come only from years of know-how.

ELC will probably be remembered for some ideas advocated by those who directed it, such as selling film by mail, totally disregarding the importance of trade paper advertising, using a tabloid press book as an insert in a trade paper, and minimizing the importance of salesmen. Trade comment has already indicated what the business thinks of these developments.

WE'LL wager that when the ELC pictures are sold by the UA selling staff, and when the UA advertising and publicity boys get rolling, the liquidation of the ELC product will be in decided contrast to that experienced before. The comparison is just about the same as between a pony express and a streamlined train.

WHEN the history of this business is written, there should be a chapter devoted to the statisticians and slide rule experts, and how they failed so miserably in converting our industry to standardization. And in that chapter, ELC will be just another case history proving, as always, that there is no substitute for showmanship and genuine leadership.

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FOUR

in a row!

The big winner ... and still box-office champion!

BORN YESTERDAY

starring
Judy
HOLLIDAY • *William*
HOLDEN • *Broderick*
CRAWFORD

Screen Play by Albert Mannheimer • Produced by S. SYLVAN SIMON
Directed by **GEORGE CUKOR** Based on the Stage Play by **GARSON KANIN**



Racking up top grosses from coast to coast!

VALENTINO

Color by
TECHNICOLOR

An **EDWARD SMALL** Production
starring
ELEANOR PARKER
ANTHONY DEXTER

with Richard Carlson • Patricia Medina • Joseph Calleia • Written by George Bruce
Produced by **EDWARD SMALL** • Associate of Producer—Jan Grippo • Directed by **LEWIS**

First dates now playing...watch that business!

ROBERT ROSSEN'S Production of

THE BRAVE BULLS

with **MEL FERRER** • Anthony Quinn • Eugene Iglesias • José Torvay
Charita • and introducing **MIROSLAVA** • Screen Play by John Bright
Based upon the novel by Tom Lea • Produced and Directed by **ROBERT ROSSEN**

This spring's BIG color western! Available

RANDOLPH SCOTT

Color by
TECHNICOLOR

SANTA FE

with **JANIS CARTER**
Jerome Courtland • Peter Thompson • John Archer • Warner Anderson
Screen Play by Kenneth Gamet • Based upon a novel
by James Marshall and a story by Louis Stevens • A SCOTT-BROWN Production
Produced by **HARRY JOE BROWN** • Directed by **IRVING PICHEL**

"We'll
buy
those
four!"



Remember the story of the guy

diving from the tower into the cup of water?

"But what," they asked him, "do you do for an encore?"

We're not worried about our encore. For July, Bogart in "Sirocco"!

For August, Sidney (Jolson Story) Buchman's "Saturday's Hero".

All this in 1951...and Stanley Kramer, too...

from Columbia!

WORLD CHAMPIONS



....HERE'S YOUR CHAMPIONSHIP TEAM!....

DANIEL R. HOULIHAN, *Albany*; FRED R. DODSON, *Atlanta*; JAMES M. CONNOLLY, *Boston*; CHARLES B. KOSCO, *Buffalo*; VERNON M. SKOREY, *Calgary*; JOHN E. HOLSTON, *Charlotte*; TOM R. GILLIAM, *Chicago*; JOSEPH B. ROSEN, *Cincinnati*; IZZY J. SCHMERTZ, *Cleveland*; MARK SHERIDAN, *Dallas*; VINCENT J. DUGAN, *Denver*; RALPH PIELOW, JR., *Des Moines*; JOE J. LEE, *Detroit*; TOM O. MCCLEASTER, *Indianapolis*; JOE R. NEGER, *Kansas City*; CLYDE W. ECKHARDT, *Los Angeles*; TOM W. YOUNG, *Memphis*; JACK H. LORENTZ, *Milwaukee*; MOE A. LEVY, *Minneapolis*; GERRY CHERNOFF, *Montreal*; BENJAMIN A. SIMON, *New Haven*; WILLIAM BRIANT, *New Orleans*; ABE DICKSTEIN, *New York*; MARION W. OSBORNE, *Oklahoma City*; JOE E. SCOTT, *Omaha*; SAM E. DIAMOND, *Philadelphia*; AL LEVY, *Pittsburgh*; CHARLES F. POWERS, *Portland*; CHARLES L. WALKER, *Salt Lake City*; ALEX W. HARRISON, *San Francisco*; REGINALD G. MARCH, *St. John*; GORDON F. HALLORAN, *St. Louis*; CHILTON L. ROBINETT, *Seattle*; PETER MYERS, *Toronto*; JAMES E. PATTERSON, *Vancouver*; C. GLENN NORRIS, *Washington*; JOSEPH H. HUBER, *Winnipeg*.

READY TO GO TO BAT AGAIN FOR YOU WITH...

HALLS OF MONTEZUMA
Technicolor

CALL ME MISTER
Technicolor

OF MEN AND MUSIC
THE MUDLARK

BIRD OF PARADISE
Technicolor

I'D CLIMB THE HIGHEST MOUNTAIN Technicolor

THE 13th LETTER

LUCKY NICK CAIN
YOU'RE IN THE NAVY NOW
I CAN GET IT FOR YOU
WHOLESALE
SWORD OF MONTE CRISTO
Supercinecolor

FOLLOW THE SUN
14 HOURS
ON THE RIVIERA
Technicolor

RAWHIDE



There's No Business Like **20**th CENTURY-FOX Business!



JOY N. HOUCK OPERATED AIRPORTS IN LOUISIANA DURING THE '30'S, AND IS SEEN ABOVE AT ONE OF THEM IN A PHOTO TAKEN SEVERAL YEARS AGO.

His Success Was Based On The Alger Formula

Joy Houck's Rise As A Southern Circuit Owner Is A Tribute To Hard Work

THE familiar story of humble beginnings parlayed into spectacular achievements is the story of the motion picture industry itself.

Perhaps the era of the classic Horatio Alger rise to riches is gone, but the Alger formula for success, persistent hard work, imagination, and pluck, remains as valid as ever.

Joy N. Houck's rise from running a tent show on his father's farm near Magnolia, Ark., to the operation of Joy Theatres, a leading circuit of conventional theatres and drive-ins throughout Louisiana, Mississippi, Arkansas, and Texas, is ample proof of the validity of the Alger formula, typical of the growth of the entire industry from modest foundations.

Houck's vaudeville and movies tent show was duplicated near Houma, La., and before long he was exhibiting movies in tents throughout the state, and was operating an independent film exchange

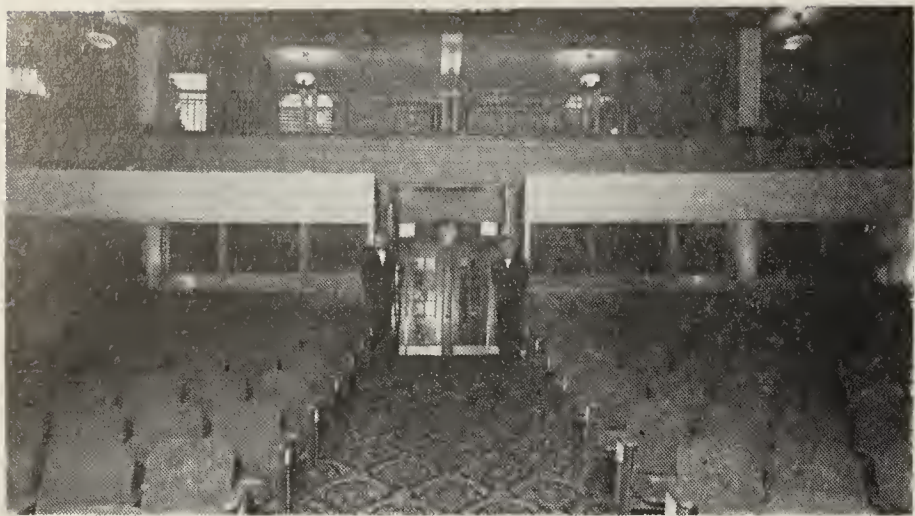
in Magnolia. This fundamental experience was to stand Houck in good stead in later years.

With the passing of the tent show as an entertainment medium, Houck opened his first indoor theatre in 1934, a modest showplace in Rayville, La. Shortly thereafter, he began buying additional theatres in Louisiana, Mississippi, and Texas. The years following World War II saw a tremendous boom in drive-in theatres and the addition of several ozoners to the growing Joy Circuit, which had grown to more than 50 theatres within a decade.

Now Houck is dabbling in film production as an adjunct to running his circuit. In co-ownership of Western Adventure Productions with Francis White, Charlotte, Houck has hopes of developing the venture into something bigger. With the Houck application of the Alger formula, these hopes stand a pretty good chance of materializing.



Joy Circuit's Strand, Dallas, is typical of the newer theatres which help make up the circuit.



The Strand, New Orleans, seating about 1100 on the ground floor, is Houck's first theatre in that city. He took over operation of the house in 1936.



After World War II, Houck joined the swing toward outdoor operations, and added several drive-ins like the one seen above to his mushrooming circuit.



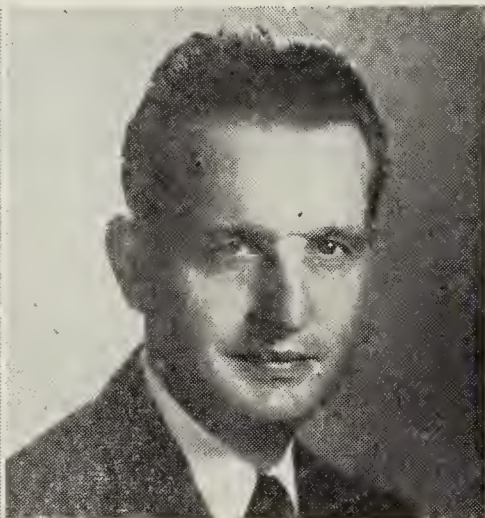
Neighborhood houses like the Joy, Alexandria, La., form the solid backbone of the Houck outfit.



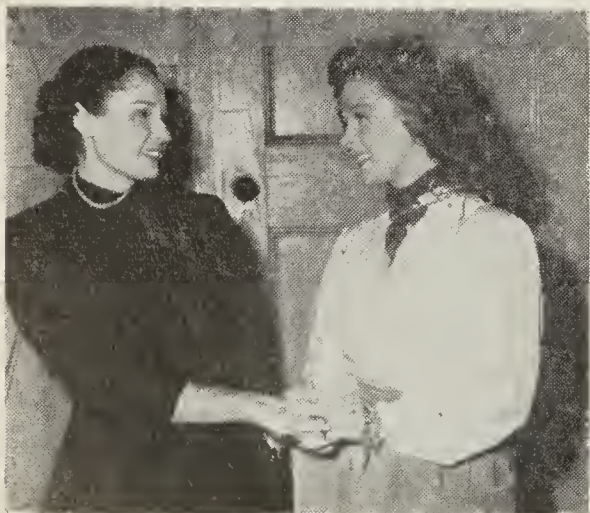
Another typical neighborhood house of Joy Theatres is this one in Rolling Fork, Miss., also the Joy.



Cecil Howard, booker, was the first place winner in the circuit's recent 25th anniversary drive.



Winning managers in the Joy Circuit's 25th anniversary drive were, from left, R. J. Guidry, Joy, Marksville, La., first place; Willard Kaminer, New Joy, Jackson, Miss., and Mrs. Sadie C. Gremillion, Joy, Cottonport, La., tied for second place, and John Sasser, Joy, Rayville, La., third place. Prizes were cash and all-expense-paid trips to Hollywood in the circuit's own airplanes. With such incentives, competition in the sales contest was extremely keen.



Mrs. Joy N. Houck, shown with actress Susan Hayward, accompanied drive winners to Hollywood.



Others pictured with the star are Mr. and Mrs. Gremillion and Mrs. Leggette, right, Rayville, La.



Joy Theatres executive Willis Houck, who was in charge of the trip, is seen with Miss Hayward.

Mel Konecoff's NEW YORK

ARCH OBOLER, well-known radio writer and director and more recently an independent film producer, who also writes and directs his own pictures, was in for the opening of his latest film, "Five," at the Holiday, and reported the organization of Arch Oboler Productions, dedicated to the making of two films annually at a cost in line with today's market, and dealing with unusual or different subjects. He is talking distribution with both United Artists and Columbia, with an announcement to be made shortly.



KONECOFF

Oboler insisted that his subjects be different, and the chances are that he will write, produce, and direct the films himself. He will also concentrate on making films that producers always say they would like to make but somehow never do, with few exceptions.

All of his future films will be in new Eastman color, not only to make them more attractive to theatre patrons but also to keep in mind the "second-run" on television when that medium's color is ready for public consumption. Another factor to be found in his next four properties will be that most of each will be shot on location, and new techniques in lighting and photography will be used to keep costs down while keeping quality high.

Oboler reported that his films will use the personalities deemed necessary to the proper presentation of the story whether they be stars or not. His first will be "Male And Female," working title, and will star Mercedes McCambridge, with the rest of the cast to be set shortly. It will get under way in several weeks. Part of this will be shot locally. He also reported that the inde today is finding financing a little easier.

SALUTE: Associated Motion Picture Advertisers (AMPA) last week saluted the industry trade press at the Hotel Piccadilly, with MGM advertising manager Si Seadler acting as toastmaster and William F. Rodgers, vice-president in charge of friendliness and sales at MGM, as principal guest. Attendance was at a record high, and the assemblage heard Rodgers not only salute and pay tribute to the trade papers but also hit at the pessimists and the feeling they engendered.

Said he, "I have abiding faith in the future of motion pictures, and for one I am not willing to believe that the picture industry has anything but a bright future. Sure, business is off in some places. It will not improve through wishful thinking or constantly complaining and that television is a competitor cannot be denied. So are many other forms of amusement. Yet it seems to me that competition in any form is merely a challenge that can and is being met."

Ken Murray TV Show Highlights VC Banquet

PHILADELPHIA—Plans were going forward this week for the presentation of the Ken Murray TV show as a highlight of the Midway Banquet which will close the Variety Clubs International convention on May 12.

The banquet room of the Bellevue-Stratford Hotel will have to be made available four days in advance for final rehearsals and building purposes. There will be 93 in the company coming from New York, including professional talent, technicians, and mechanics, who must be housed and fed. Two Highway Express Lines' 35-foot trailer trucks will haul the scenery, cameras, lighting equipment, luggage, costumes, and other stage properties.

The splendid cooperation of Colonel August A. Busch, Jr., president, Anheuser-Busch, Inc., and the D'Arcy Advertising Agency, which handles the Anheuser-Busch account, made it possible for the Ken Murray Show to make the trek from New York to Philadelphia.

Rodgers also thought that COMPO was the proper agency to draw the industry together, and represent it as never before. He also reported on future product of his company, some moves by the company to effect proper public relations, and the hope that AMPA will continue in a position to do the most good for the industry through its own channels.

Aboard the dais were: Harry McWilliams, president; James Jerrault, Hap Hadley, Mort Sunshine, Steve Broidy, Sol Schwartz, Martin Quigley, Sr., Rodgers, Seadler, Jack Alicote, Harry McWilliams, Ned Depinet, Charles Lewis, Jay Emanuel, EXHIBITOR publisher; Arthur Mayer, Marjorie Harker, Mo Wax, and Lige Brien.

LUNCHEON DEPT.: Last week, the amusement division of the Joint Defense Appeal held a luncheon calculated to inspire enthusiasm in the present campaign, and to raise funds to carry on the work of the Anti-Defamation League of B'nai B'rith. Herman Robbins, National Screen Service president and chairman, amusement division, thanked Harry Brandt, George Dembow, and Mort Sunshine who pitched in and did much of the work while he was ill.

Robbins turned over the meeting to Max A. Cohen, who introduced Arnold Forster, Barney Balaban, and Harry Brandt. A film was also shown highlighting the need for funds.

Among those on the dais were: Charles Lewis, Saul Trauner, Ilya Lopert, Joseph Pransky, A. J. Balaban, Max E. Youngstein, Benjamin Fielding, Adolph Schimel, Robert Benjamin, Si Fabian, Jack Cohn, Balaban, Forster, Cohen, Robbins, Brandt, Ned Depinet, George Dembow, Samuel Rinzler, Al Schwalberg, Abe Schneider, Bill Heineman, Sol Strausberg, David Weinstock, Charles O'Reilly, Leo Brecher, Arthur L. Mayer, Martin Levine, Bernard Kranze, and Sol Pernick.

THE METROPOLITAN SCENE: Bob Weitman, vice-president, United Paramount Theatres, is visiting Florida State Circuit Theatres. . . . "Valentino" opened

"Father's", "Valentino" Best On Broadway

NEW YORK—Led by Radio City Music Hall and the Astor, business in the Broadway first-runs continued at an unexciting pace with grosses about the same as for the past several weeks.

"Valentino" opened well at the Astor.

According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"ONLY THE VALIANT" (WB). Strand, with stage show, did \$27,000 for Friday, Saturday, and Sunday, with the second week expected to tally \$52,000.

"THE MATING SEASON" (Para.). Paramount, with stage show, announced \$47,000 for the second week.

"THE BRAVE BULLS" (Col.). Rivoli claimed \$25,000 for the opening week.

"I CAN GET IT FOR YOU WHOLESALE" (20th-Fox). Roxy, with stage show, reported \$43,000 for Wednesday through Sunday, with the third, and last, week anticipated at \$52,000.

"FATHER'S LITTLE DIVIDEND" (MGM). Radio City Music Hall, with stage show, garnered \$90,000 for Thursday through Sunday, with the second week bound to exceed \$139,000.

"LUCKY NICK CAIN" (20th-Fox). Globe reported an opening week of \$12,500.

"THE SWORD OF MONTE CRISTO" (20th-Fox). Mayfair claimed a \$12,000 opening week.

"BORN YESTERDAY" (Col.). Victoria took in \$23,000 on the 17th week.

"VALENTINO" (Col.). Astor opened to a \$36,000 week.

"UP FRONT" (U-I). Loew's State tallied \$14,000 on the fifth, and last, week.

"ABBOTT AND COSTELLO MEET THE INVISIBLE MAN" (U-I). Capitol, with stage show, claimed \$32,000 for the second week.

NPA Reveals Decision

WASHINGTON—The National Production Authority last fortnight denied the following applicants for "hardship case" exemptions from M-4 construction limiting orders: Thompson Theatres Company, Atoka, Okla., drive-in, \$17,400; Paul Rothman, Denver, drive-in, \$6,500; Valley Theatre Company, Hanford, Cal., \$22,600; Herman S. Gould, Omaha, drive-in, no cost estimate, and Schine Theatres, Salisbury, Mo., \$385,000.

Granted were: United Artists Circuit, Long Beach, Cal., alterations and structural changes, \$95,880; John Blocker, El Paso, Tex., drive-in, \$74,910; B. W. Hall, Lubbock, Tex., drive-in, \$11,000; Concha Theatres, Inc., San Angelo, Tex., drive-in, \$31,800; Lee Drive-In, Sanford, N. C., \$40,000; D. H. Lewis and Herbert Wood, Marathon, Fla., \$19,000, and La Salle National Bank and Skokie Amusement Company, Skokie, Ill., drive-in, \$81,000.

with Anthony "Valentino" Dexter in the boxoffice of the Astor selling the first several hundred tickets. . . . Arthur Brilliant, RKO publicist for the past 12 years, resigned to enter the package food field, and will head his own marketing organization with headquarters here. First promotion will be a new cocktail snack launched under the brand name of "Brilant's Bake-N-Krisp." He has an extensive background in distribution and exhibition.

GREATEST POINT-OF-SALE PROMOTION

**An unbeatable combination... a powerful
backed by an intensive pre-selling**

A Robert Stillman Production

A LIFETIME OF ENTERTAINMENT IN ONE WONDERFUL M

QUEEN FOR

ROBERT STILLMAN PRODUCTIONS
presents

QUEEN FOR A DAY

THE
GENIUS OF
3 FAITH BALDWIN
JOHN ASHWORTH
DOROTHY PARKER
GREAT AMERICAN
AUTHORS

based on Three American Stories by
FAITH BALDWIN - O. HENRY MEMORIAL AWARD
AUTHOR JOHN ASHWORTH and DOROTHY PARKER

Produced by
ROBERT STILLMAN - SETON I. MILLER, Associate Producer - ARTY

Screenplay by
JACK BAILEY as himself
RELEASED THRU UNITED ARTISTS

Told within the framework of America's most popular
radio and television program heard and seen over Mutual

PRE-SOLD!

WORLD PREMIERE CITY NAMED BY VOTES OF
MILLIONS OF MUTUAL RADIO LISTENERS!

NATIONWIDE TOUR BY "QUEEN FOR A DAY" TROUPE!

50-CITY AREA SATURATION PREMIERES SOLIDLY
SOLD WITH "QUEEN FOR A DAY" CONTESTS!

IN THE HISTORY OF THE BUSINESS!

**Boxoffice attraction
campaign!**

N PICTURE!!!



"Will easily prove to be one of the highlights of the film year. Splendid entertainment, will move, delight every segment of the audience. A great offering in every sense!"

—FILM DAILY

"A commercial winner. Limitless exploitation possibilities!"

—BOXOFFICE

"Notable boxoffice success. Enthusiastic word-of-mouth!"

—SHOWMEN'S

"Tightly-knit, suspenseful, novel, arresting. Will hit fine grosses!"

—DAILY VARIETY

"Excellent!"

—M. P. HERALD

"Appeal to film-goers of every classification!"

—M. P. DAILY

"Touching, heart-stopping, topnotch!"

—VARIETY

Great "DAY" thru

UA

This Was The Week When . . .

RKO Theatres announced that Hallmark's "The Prince Of Peace" would be booked in many of its spots. . . . "The First Legion," UA release, has been selected for a special showing at the Film Festival in Cannes. . . . U-I revealed that "The Fat Man" would have its world bow at the Lafayette, Buffalo, on May 9 with special ballyhoo.

UA's special roadshow department, created for "Cyrano," was dissolved, with Howard E. Kohn, II, roadshow manager, resigning. . . . UA's "The First Legion" was set for a world premiere at the Loew's State, New York, on April 27 while the company's "New Mexico" will make its world bow at the Kimo, Albuquerque, N. M., on May 3. . . . The Motion Picture Preview Committee of the General Federation of Women's Clubs revealed that it had recommended 122 films during the past 10 months. . . . Paramount announced that a star junket would be used in 27 key cities in 13 southern states on behalf of "Passage West." . . . Francis, the U-I "talking mule" will take to the road starting on April 30 to boost the new U. S. Defense Bond drive, being sponsored by the nation's newspaper carriers, with "Francis Goes To The Races" tied in. . . . Steve Broidy, Monogram president, announced that there would be greatly increased production activity by his company if demand from exhibitors persisted. . . . WB held the world premiere of "I Was A Communist For The F. B. I." at the Stanley, Pittsburgh, as the forerunner of area bows. . . . Monogram released the first of its special pressbook supplements for drive-ins, on "Ghost Chasers." . . . The annual report of the 1950 activities of the Production Code Administration showed a substantial increase in the number of new scripts submitted to the PCA for preliminary approval.

UA set the world premiere of "Fabiola" at the Joy, New Orleans, on May 9. . . . Fred Quimby, MGM shorts production head, returned from Europe, where he represented the American industry at a UNESCO meeting. . . . District 65, New York City, issued a statement demanding that the ELC management and UA assume responsibility for the employment of publicists and office workers in the ELC New York home office and exchange who lost their jobs as the result of the taking over of ELC by UA. . . . Paramount revealed that wherever possible, Paramount trade screenings would include showing of the news and a short subject. . . . WB held the world premiere of "I Was A Communist For The FBI" at the Stanley, Pittsburgh.

WSB Rules On Coast Wages

WASHINGTON—W. Willard Wirtz, executive director, Wage Stabilization Board, announced last fortnight that motion picture "talent," including players, producers, directors, writers, composers, musicians, art directors, wardrobe designers, cameramen, sound engineers, film editors, etc., will not be held to the 10 per cent limitations on wage increases.



Seen at the recent testimonial dinner in New York City to IATSE Richard Walsh were, left to right, Jack Cohn, Columbia; Spyros Skouras, 20th-Fox; Walsh, and Bob O'Donnell, toastmaster.

Beresin Elected ABC Vending Head

NEW YORK—Jack Beresin, Philadelphia, was elected president, ABC Vending Company, at a meeting of the holding company's stockholders, last week.

Beresin, 59, is successor to Charles L. O'Reilly, who retained his post as chairman of the board. Beresin, vice-president since its inception three years ago, also is president and treasurer, Berlo Vending Company, an ABC subsidiary, Philadelphia.

The ABC organization, which services 39 states, has such subsidiaries as Tri-State Candy Company, Interstate Candy Company, Sanitary Automatic Company, Peoples Service, and Berlo Vending.

Beresin, a past Chief Barker, Variety Club, Tent 13, Philadelphia, is First Assistant Barker, International Club. A leader in civic and charitable endeavors, he is also a pioneer, developing his business into one of the largest of its kind in the country. He is married, and has two daughters and four grandchildren.

B and K Earnings Drop

CHICAGO—Balaban and Katz stockholders were told at the annual meeting last week that the circuit's 1950 earnings totaled \$2,175,000, or \$8.28 a share, compared with \$10.68 a share for the previous year. B and K's income for the first three months of 1951 is 15 per cent below that for the same period last year.

The stockholders heard that the circuit's Drake and Cine would close this month, making a total of six houses darkened this year. The circuit must sell 12 theatres, including the UA, Iris, and McVickers, all

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

RKO

"Sealed Cargo"—Good melodrama.

"Gunplay"—Routine western.

"Tokyo File 212"—Interesting program meller.

PARAMOUNT

"Appointment With Danger"—Good Ladd.

"Dear Brat"—Mild comedy.

20TH-FOX

"On The Riviera"—High rating.

Pathe Indus. Options Up

NEW YORK—A plan under which four officers of Pathe Industries would be granted options to purchase 75,000 shares of common stock will be presented to stockholders at the annual meeting in Cleveland, it was learned last week. Under the proposal, William C. MacMillen, Jr., vice-president, would be granted an option for 25,000 shares; Carl W. Zies, vice-president, Pathe Industries, and head, V. D. Anderson Company, 25,000 shares; Nick Tronolone, vice-president and vice-president Pathe Laboratories, 10,000 shares, and James M. King, Jr., treasurer, Pathe Industries, 10,000 shares.

Stockholders are to elect six directors. Management nominees are Edwin Cox, William R. Daley, Henry J. Guild, MacMillen, Robert W. Purcell, and Kenneth M. Young, all presently serving as directors.

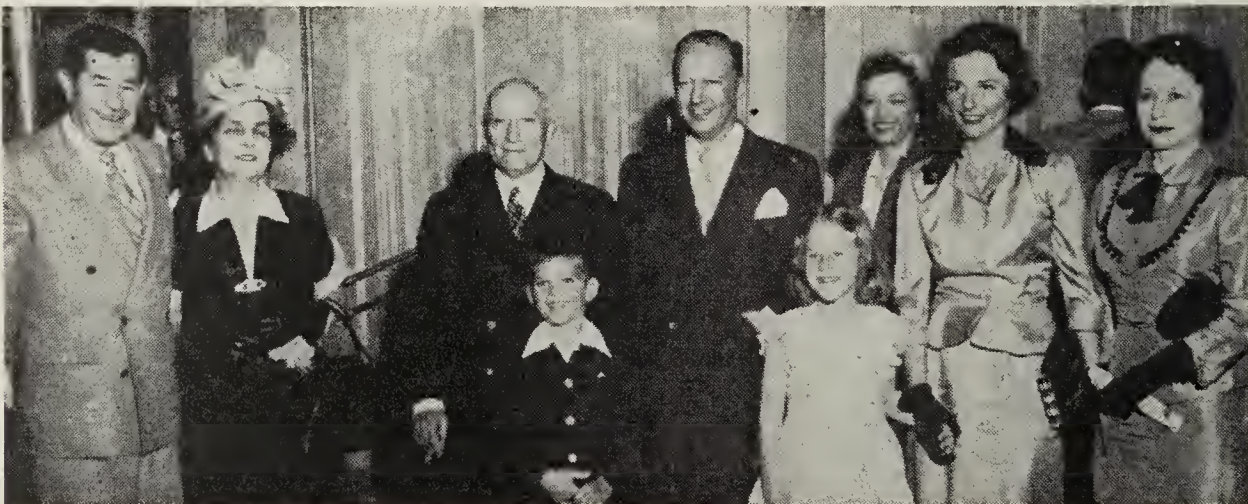
NPA Sets Appeals System

WASHINGTON—An appeals board to hear cases where applications for exception to NPA regulations in hardship cases have been denied will be set up as part of a general streamlining of the National Production Authority, it was announced last week.

In another change, all of NPA's industry divisions will be grouped under four operating heads in order to give industry division directors greater representation in mapping policy. Motion picture-photographic products division will be part of the Textile, Leather, and Specialty Equipment Bureau.

in Chicago, under terms of the consent decree.

All directors were reelected.



Pictured in the lobby of the Paramount, Tucson, Ariz., at the recent world premiere of Paramount's "The Last Outpost" are, from left, producer William Pine, Mrs. Adolph Zukor, Adolph Zukor, producer William Thomas, Mrs. Thomas, Mrs. Jane Morse, Zukor's granddaughter, and Mrs. Mildred Beck, Zukor's daughter. The youngsters are Zukor's great grandchildren, Lynda and Boyd Morse, Jr., Both in the film.

She's the kind of woman that
made **NEW ORLEANS** famous!

RED HOT romance that
rocks ol' New Orleans right down
to the base of Basin Street!

ROBERT MITCHUM • AVA GARDNER
MELVYN DOUGLAS

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MY FORBIDDEN PAST

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ROBERT • POLAN
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Production

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Directed by ROBERT STEVENSON • Screenplay by MARION PARSONNET
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RADIO
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This Week and Parade - to
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CIRCULATION!

MISCELLANEOUS

NEWSREELS

IN ALL FIVE:

Tokyo: MacArthur's farewell to Japan. Washington, D. C.: President Truman defends foreign policy at Jackson-Jefferson Day dinner.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 34, No. 32) Long Beach, Cal.: The "Big Mo" home. Korea: UN forces push on. Germany: General Eisenhower unifies Europe against Reds. New York: Millionth ton of military supplies under Mutual Defense Assistance Program goes abroad (except Los Angeles). Los Angeles: Haym Salomon Day observed (Los Angeles only). Miami Beach, Fla.: Fishermen. McKenzie River, Ore.: Daring boatmen shoot rapids.

NEWS OF THE DAY (Vol. XXII, No. 266) Long Beach, Cal.: The "Big Mo" home. Korea: UN forces push on. England: King and Queen and daughter, Margaret, visit Lancaster Castle, and tour their farms. Los Angeles: Water babies. Annapolis, Md.: Midget maulers.

PARAMOUNT NEWS (No. 69) Long Beach, Cal.: The "Big Mo" home. Germany: General Eisenhower unifies Europe against Reds. Houston, Tex.: Women's AAU championships. Los Angeles: Water babies.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 448) Korea: UN forces push on. Annapolis, Md.: Midget maulers.

WARNER PATHE NEWS (Vol. 22, No. 71) Long Beach, Cal.: The "Big Mo" home. Germany: General Eisenhower unifies Europe against Reds. Boston: National AAU boxing finals.

TELENEWS DIGEST (Vol. V, No. 16-A) Tokyo: MacArthur's farewell to Japan. Telenews exclusive: First interview with Ridgway. Washington, D. C.: President Truman defends foreign policy at Jackson-Jefferson Day dinner. England: "The Stone of Scone" is found. Connecticut: Cambridge defeats Yale by four lengths.

IN ALL FIVE:

Washington: General MacArthur relieved of command by President Truman.

MOVIETONE NEWS (Vol. 34, No. 31) See "In All Five."

NEWS OF THE DAY (Vol. XXII, No. 265) See "In All Five."

PARAMOUNT NEWS (No. 68) See "In All Five."

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 447) Oregon: Whitewater run. Florida: Air boats race.

WARNER PATHE NEWS (Vol. 22, No. 70) See "In All Five."

TELENEWS DIGEST (Vol. V, No. 15-B) Washington: General MacArthur relieved of command by President Truman.

NATIONAL BOARD OF REVIEW

April 14, 1951

STARRED SELECTED FEATURE: "You're In The Navy Now" (20th-Fox); SELECTED FEATURES: "The Brave Bulls" (Col.); "The Emperor's Nightingale" (Canton-Weiner); "Goodbye, My Fancy" (WB); "Half Angel" (20th-Fox); "House On Telegraph Hill" (20th-Fox).



Charles C. Moskowitz, Loew's vice-president and treasurer, in New York recently received the John T. Madden Memorial Award from G. Rowland Collins, dean, New York University School of Commerce. The award was made to Moskowitz and other prominent business leaders for outstanding achievement in business, industry, and professional life at the annual alumni dinner.

MOT Receives Award

NEW YORK—The National Association for Mental Health and the National Institute of Mental Health of the U. S. Public Health Service cited "The March of Time" last week for helping to create an enlightened public attitude toward mental health. The citation was presented to Richard de Rochemont, producer, "The March of Time," by Oren Root, president, National Association for Mental Health. Dr. Robert H. Felix, director, federal mental health institute, co-signed the citation.

"The Nation's Mental Health," new "March of Time" telling the story of the mental health movement in America, will be issued on April 27, and will be shown nationally during "Mental Health Week," which begins on May 2.

DO-97 Priority Clarified

WASHINGTON—Photographic film was removed last week from the list of products for which business firms can use a DO-97 priority when required for maintenance, repair, or operating supplies. Nathan D. Golden, NPA Motion Picture-Photographic Products chief, had made the recommendation that film be removed from the list, explaining that non-industry companies have been using the priority to obtain film, while no film companies have been unable to use the priority since raw stock is regarded by them as a production item rather than an operating item.



UA executives show their happiness at the successful consummation of the deal which resulted in the company recently buying out Eagle Lion Classics. Shown here, from left, are A. E. Bollengier, treasurer; Seymour Peyser, general counsel; Max E. Youngstein, national director of advertising, publicity, and exploitation; William J. Heineman, vice-president in charge of distribution; Matthew Fox, and Robert Benjamin. Seated is President Arthur Krim. UA officially assumes ownership of ELC product on April 28.

PEOPLE

NEW YORK—A. Mike Vogel was last week given a special assignment by Charles Simonelli, executive in charge of national exploitation, to handle publicity and exploitation for U-I's forthcoming product during the next three months in the western states. Vogel will headquarter in the San Francisco branch office. Cliff Brown, western exploitation manager, has been recalled to the service as a lieutenant in the air force.

NEW YORK—James A. Mulvey, president, Samuel Goldwyn Productions, Inc., last week announced the appointment of Sid Garfield as eastern publicity director. Garfield has been employed in Warners' publicity department. Martin Davis, with the Goldwyn organization for the past four years and since November of last year acting ad.-publicity head, remains as assistant director.

NEW YORK—Robert Mochrie, vice-president and general sales manager, RKO, last fortnight announced the appointment of Carl Peppercorn to succeed the late Leo M. Devaney as Canadian district manager. Peppercorn will make his headquarters in Toronto, and supervise Calgary, Montreal, Saint John, Toronto, Vancouver, and Winnipeg.

NEW YORK—A. W. Schwalberg, president, Paramount Film Distributing Corporation, announced last week that Phil Isaacs, assistant to Hugh Owen, eastern and southern division manager, had been promoted to branch manager of the Washington, D. C., exchange, succeeding Albert Benson, resigned.

LOS ANGELES—Claude Eckhardt, 20th-Fox branch manager, last week announced he would retire effective on July 1. Alex Harrison, manager, San Francisco, will succeed, and Jack Erickson, salesman, will assume the management of the San Francisco office.

HOLLYWOOD—Leon Fromkess has resigned the vice-presidency of Samuel Goldwyn Productions to become a television executive of Music Corporation of America, it was announced last week.

NEW YORK—Irving Drutman was last week assigned to do special publicity on the new Louis deRochemont film, "The Whistle At Eaton Falls," which Columbia will release early this summer.

Big town or small town —
it makes no difference!

"Up Front" is Out in Front Everywhere!



Doing
**SMASH
BUSINESS**

	POPULATION
CHICAGO, ILL.....	3,396,808
OTTUMWA, IOWA	31,570
BLOOMSBURG, PA.	13,100
DES MOINES, IOWA	159,819
JOLIET, ILL.....	42,365
SAN FRANCISCO, CAL ...	634,536
STEUBENVILLE, OHIO	37,651
WHEELING, W. VA.....	61,099
NEW YORK, N. Y.....	7,454,995
SUNBURY, PA.....	26,192
DALLAS, TEXAS	295,734
FAYETTEVILLE, N. C.....	17,428
CHARLESTON, W. VA.....	67,914
HICKORY, N. C.....	13,487
HARTFORD, CONN.....	166,267
ASHEVILLE, N. C.....	51,310
SAVANNAH, GA.....	95,996
CLEVELAND, OHIO	878,336
TAMPA, FLA.....	108,391
MARSHALLTOWN, IOWA ...	19,240
ROCHESTER, NEW YORK ..	324,975
WATERLOO, IOWA	51,743
WATERTOWN, N. Y.....	33,385
GRAND RAPIDS, MICH.....	164,292

Those hilarious cartoon characters
from the best-selling
book that reflected
the nation!

Bill Mauldin's

Up

These are some of the leading theatres which
will be playing "Up Front" during April

*"Willie and Joe" come to life
on the Screen!*

Front

Starring
DAVID WAYNE as Joe
TOM EWELL as Willie
MARTHA BERTI • JEFFREY LYNN • RICHARD EGAN
A UNIVERSAL INTERNATIONAL PICTURE

Screenplay by Stanley Roberts • Produced by Leonard Goldstein • Directed by Alexander Hall

As Nationally Advertised
in LIFE and SAT. EVE. POST

..... and these are just
the first of the 437 NATIONALLY
ADVERTISED APRIL ENGAGEMENTS
from Coast-to-Coast for
U-I's Hilarious War Comedy!



Qualification Committee Set For COMPO By Depinet

NEW YORK—Ned E. Depinet, president, Council of Motion Picture Organizations, last week announced the appointment of a committee of seven to pass on the qualifications of organizations seeking membership in COMPO. Former Governor Ellis Arnall, representing the Society of Independent Motion Picture Producers, will be chairman. Other members are Andrew W. Smith, Jr., Motion Picture Association of America; Harry Brandt, Independent Theatre Owners Association; Leo Brecker, Metropolitan Motion Picture Theatres Association; H. V. "Rotus" Harvey, Pacific Coast Conference of Independent Theatre Owners; Trueman T. Rembusch, Allied States Association of Motion Picture Exhibitors, and Gael Sullivan, Theatre Owners of America.

More Sales Changes At United Artists

NEW YORK—William J. Heineman, vice-president in charge of distribution, United Artists, announced last week the appointment of James Velde as UA western district manager. Velde, until now Detroit branch manager for ELC, takes over the key west coast sales territory, comprising Los Angeles, San Francisco, Seattle, and Salt Lake City, under the supervision of Milton E. Cohen, newly named western-southern sales manager.

Richard Carnegie has been appointed branch manager, UA Los Angeles branch, a capacity similar to the one he held with ELC. Bert Pollard, formerly branch manager, assumes the post of office manager. Ralph Amacher, former ELC branch manager, has been named sales manager, UA San Francisco office, joining forces with Ralph Clark, branch manager. Charles Powers, Jr., takes on the post of Portland sales representative for UA, moving over from his assignment as branch manager for ELC. Powers will expand the coverage of UA's Seattle office for A. J. Sullivan, branch manager. C. Trowbridge continues as branch manager, Salt Lake City.

George Waldman has been appointed New York sales manager. Waldman, formerly ELC metropolitan district manager, will be in charge of sales in upstate New York, including Albany and New Jersey, under Fred Myers, New York-metropolitan district sales manager. Eddie Mullen, serving as acting branch manager in UA's New York office, now takes on the post of sales manager for Manhattan, Brooklyn, and Long Island. Myron Starr assumes the post of office manager in the New York office.

In the midwest district, Harry Goldman has been named Chicago branch manager, the post he formerly held for ELC. Joseph Imhof, formerly ELC branch manager in Milwaukee, assumes a similar capacity in the United Artists exchange, with C. J. Chouinard moving to the post of sales representative. Abbott Schwartz has been named branch manager, Minneapolis exchange, moving over from the same post with ELC.

Additions to UA's mid-continent district are Martin Austin, former ELC branch



Richard de Rochemont, producer, "The March of Time," left, is seen in New York recently accepting a citation from Oren Root, Jr., head, National Association for Mental Health, for making MOT's latest subject, "The Nation's Mental Health."

manager, who joins forces as salesman under branch manager Clarence Olson, Denver exchange; Bernard McCarthy, who moves into the Kansas City exchange as salesman under William E. Truog, UA branch manager, and F. J. Lee, ELC branch manager for St. Louis, who joins UA in a similar capacity with John Kane, UA branch manager, taking on the post of sales manager.

The eastern district sees two changes in the Boston office, with Harry Segal taking on the post of branch manager, in place of the ailing James L. Winn, who has been ill for the past five months, and who continues with United Artists. Irving Mendelsohn, UA's acting branch manager in Boston during Winn's illness, now assumes the post of sales manager for the Boston office.

In the central district, Mannie Brown, former ELC Buffalo branch manager, joins United Artists as sales representative along with Lou Leiser, ELC, under David Leff, UA branch manager in Buffalo. Art Levy will join forces with UA's Pittsburgh manager M. Trautenberg as sales manager for the Pittsburgh office.

Changes in the southern district include the addition of Clarence York as UA Oklahoma representative, working out of United Artists' Dallas exchange under T. E. Laird, UA branch manager. George Pabst becomes UA branch manager in New Orleans, moving over from a similar capacity in ELC while J. S. Moreland, UA branch manager, has been shifted to the post of New Orleans sales manager.



The steering committee of the Variety Clubs International convention recently met in Philadelphia to make plans for the conclave in the Quaker City from May 9-12, and, seen from left, seated, are Jack Beresin, Edward Emanuel, International Chief Barker Marc Wolf, Vic Blanc, Ted Schlanger, Miss Mollie Ross, and EXHIBITOR publisher Jay Emanuel. Standing are Robert Adleman, William G. Mansell, Ben F. Biben, Harry A. Romain, Robert W. Pries, Louis J. Goffman, David Supowitz, Michael Felt, Norman Silverman, Jack H. Greenberg, Everett C. Callow, Cecil M. Felt, and James M. Ashcraft.

"On The Riviera"

Danny Kaye is back in stride, which should be good boxoffice news.

20th-Fox has returned this one-time top coin moneymaker to the type of film which made his name a magnet in any theatre, and "On The Riviera" should go a long way toward restoring him to the good graces of the exhibitors and the public.

Packed with comedy, production-wise, it ranks with the better 20th-Fox crop.

Blessed by Technicolor, with a light story that allows him full rein, and with the Gene Tierney and Corinne Calvet names for added boxoffice insurance, "On The Riviera," is a moneymaker anywhere.

J. E.

Hoffman, Coston Leave WB Theatres

NEW YORK—Two changes in the Warner Theatres organization were announced last week.

I. J. Hoffman, zone manager for New England, announced his resignation effective on May 1. After graduating from Yale Law School in 1911, Hoffman entered the business in association with his brother, Barnard E. Hoffman, with whom he formed Hoffman Brothers Theatrical Enterprises. Hoffman sold out to Warners in 1929, and became associated with that company as Zone Manager.

At a meeting in Chicago, James Coston announced to employees of the Chicago-Milwaukee zone that he had resigned as zone manager, effective on May 1.

Coston, who started in the industry in 1909, was formerly president, Chicago Theatres Corporation, and Coston Booking Circuit, operating 136 theatres. He sold the business to Warners in 1930.

He will be succeeded as zone manager by Al Kvoool, assistant zone manager.

The appointment of Harry Feinstein, buyer and booker for Warner Theatres in the Pittsburgh zone, as zone manager for the Warner-New England Theatres was announced by Harry M. Kalmine, president-general manager, Warner Theatres.

Feinstein is a graduate of the University of Pittsburgh. He joined Warners 21 years ago as assistant manager, Embassy, East Orange, N. J.

UPT Earnings Hit \$12,351,000

NEW YORK—Leonard H. Goldenson, president, United Paramount Theatres, announced last week in the company's first annual report that net consolidated earnings for the fiscal year ended on Dec. 30, 1950, were \$12,351,000. Earnings per share of common stock outstanding were \$3.79. There were 3,261,287 shares outstanding at the end of the year.

Cash purchases of properties in the termination of joint interests were responsible for working capital shrinkage. Joint interests in approximately 457 theatres were terminated, and theatre properties and stocks carried on the books at \$2,607,000 were sold for \$5,442,000 with a net profit after taxes of \$2,144,000 realized. The company purchased partner's 50 per cent interest in Interstate Circuit and Texas Consolidated Theatres for approximately \$12,000,000 in cash, of which \$3,000,000 came out of cash on hand and the balance from UPT's loan agreement with Metropolitan Life Insurance Company and three New York banks, under which an aggregate of \$35,000,000 was borrowed.

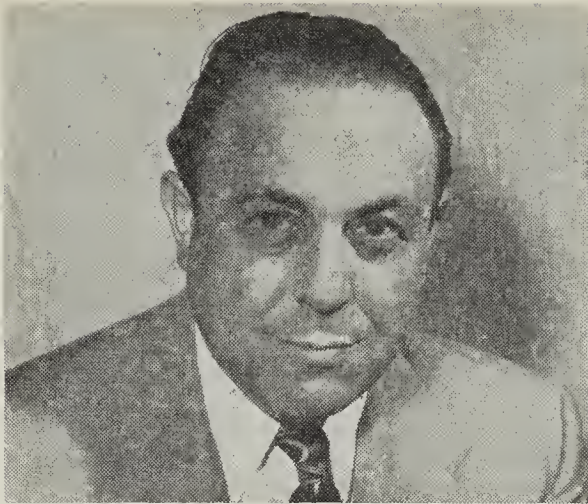
The theatre company disposed of all interest in approximately 241 theatres partially owned at the time of the consent judgment as well as 34 wholly owned at the time.

UPT purchased the 50 per cent interest of its partners in the Tri-States Theatre Corporation, which has a 100 per cent interest in 34 theatres and a partial interest in 25 more in Illinois, Iowa, and Nebraska. Of these, the company may retain a 100 per cent interest in 21, and must dispose of 38. The company sold a half interest in Central States Theatre Corporation, having a 100 per cent interest in 21 theatres and partial interest in 21 others.

Joint interest in Richards-Lightman Theatres Corporation was ended through a division of assets. UPT received five houses, two of which were subsequently sold, and 10 other houses were acquired by the coowners. Sale of an approximate one-quarter interest in W. S. Butterfield Theatres and a one-third interest in Butterfield Michigan Theatres Company was also completed. The former owned 68 houses in Michigan outright, and held 23 theatres partially, while the latter owned 20 outright, and held partial interests in two more.

Interstate and Texas Consolidated, now owned 100 per cent by UPT, in turn, hold 132 houses in Texas and a partial interest in 38 more in Texas and New Mexico. A modified consent judgment permits UPT to retain 95 of these. UPT's ultimate maximum circuit strength remains fixed at 651.

Ten new directors will be elected at the first annual stockholders' meeting on May 15, provided the stockholders first ratify an amendment to the by-laws which would increase the number of directors from seven to 13. Four of the 10 nominees served on the board during 1950, John A. Coleman, E. Chester Gersten, William T. Kilborn, and Walter P. Marshall. Others include Robert W. Wilby, John Balaban, A. H. Blank, Herbert Schwartz, Charles T. Fischer, Jr., and Robert L. Huffines, Jr. Blank holds 16,657 shares of common,



Carl Peppercorn, recently appointed to the post of Canadian district manager for RKO, succeeding the late Leo M. Devaney, is an industry veteran.

Colosseum Filing Unfair Labor Charges

NEW YORK—Major distributors will be named in unfair labor charges to be filed soon, David Beznor, general counsel, Colosseum of Motion Picture Salesmen, disclosed last week.

Negotiations were held in Minneapolis but no agreement was reached. The distributors offered a \$4 per week increase in salary and no increase in expense on the grounds that the industry was being hurt by television.

Beznor demanded the records to disclose earnings and financial condition of the distributors to determine the validity of their contention. The distributors' committee then released a statement for the record that the companies are not pleading inability to pay as a basis for refusal of the Colosseum wage requests, and turned down the demand to permit examination of company earnings.

The distributors' refusal to bargain in good faith as shown by an unwillingness to disclose earnings will constitute the basis of the unfair labor charge, Beznor said.

Mono.-AA In Colo. Meeting

COLORADO SPRINGS, COLO.—Monogram and Allied Artists' second regional meeting will be held at the Broadmoor Hotel on April 27-28.

Steve Broidy, president, and Harold Mirisch, vice-president, will outline releases and distribution plans. Others who will attend will include branch managers, salesmen, and bookers from territories west of Chicago, and Harold Wirthwein, western sales manager; Si Borus, his contract manager; Mel Hulling, west coast district manager, and Howard Stubbins, west coast franchise holder. Morey Goldstein will preside.

Wilby 1,038 shares, and Marshall and Schwartz 100 shares each.

Three other board members, Goldenson, Walter W. Gross and Robert H. O'Brien, continue to hold office until 1952.

Goldenson received \$156,000 plus an expense allowance of \$25,000 in 1950; Gross, vice-president and general counsel; Robert M. Weitman and Edward L. Hyman, vice-presidents, and O'Brien, secretary-treasurer, received \$44,350 in addition to \$5,000 bonuses. Goldenson has been voted a 75,000-share option while the others have 12,500-share options for purchase at \$16.63 within a period of seven years.

Balaban Reports To Stockholders

NEW YORK—Paramount President Barney Balaban declared last fortnight in a report to stockholders with the company's annual financial summary that the company's net working capital on Dec. 30 was \$64,488,797, current assets, \$73,890,688, and current liabilities, \$9,401,891. This is \$14,488,797, above the minimum working capital required under a loan agreement before dividends other than stock disbursements or stock dividends in Allen B. DuMont Laboratories shares owned by Paramount may be paid, or Paramount capital stock may be acquired.

The company's profit for the year, as reported on March 29, was \$6,565,041, including \$1,871,111 representing Paramount's equity in undistributed earnings for 1950 of consolidated subsidiaries, but which does not include about \$1,269,000 representing Paramount's share of undistributed earnings for 1950 of non-consolidated domestic and Canadian companies, principally Allen B. DuMont Laboratories.

Balaban said that Paramount is benefiting from the unfreezing of some of its blocked funds.

WB Winners Announced

NEW YORK—Bob Bowman, Warner, Erie, Pa., is first prize winner in the Warner Theatres Managers' Showmanship Award contest, it was announced last week by Harry M. Kalmine, president and general manager, Warner Theatres. Second and third prizes were won, respectively, by Frank Shaffer, Dixie, Staunton, Va., and Gerry Weissler, Leader, Philadelphia. Other prize winners included the following: Best kiddie show, Ted Davidson, Sigma, Lima, O.; best series of promotions, Lamar Keen, Capitol, Winchester, Va.; and best service story, Irving Hillman, Empress, Danbury, Conn.

James Totman, Pittsburgh, was first prize winner in the district managers' contest. Second and third prizes went to Charles V. Grimes, Washington, and John Flynn, Philadelphia, respectively.

Other prize winners included: Best campaign on Warner picture, "Breakthrough," Bernard Silverman, Branford, Newark, N.J.; best campaign on Columbia picture, "Harriet Craig," Fred McMillan, best campaign on MGM picture, "King Solomon's Mines," George Balkin, Stanley, Philadelphia; best campaign on Paramount picture "At War With The Army," Rodney Collier, Stanley, Baltimore, Md.; best campaign on U-I picture, "The Milkman," Irwin Solomon, Ohio, Canton, O.; best campaign on 20th Century-Fox picture, "Halls Of Montezuma," Sam Gould, Manos, Greensburg, Pa., and best campaign on Republic picture, "Rio Grande," Frank Shaffer, Dixie, Staunton, Va., and Harold Gerhardt, Rivoli, Paterson, N. J.

The contest was one of the best in the company's history.

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Indiana Allied Offers Sales Idea

INDIANAPOLIS—Allied Theatre Owners of Indiana came up last fortnight with a plan claimed to eliminate percentage evils while creating new exhibitor incentives, and which called for a flat per-admission rental charge for competitive theatres as a substitute for the various percentage arrangements now being used.

The ATOI proposal asks for a division of all theatres in an exchange area into blocks, according to geographical location and type of situation. City break houses, for example, would be in one block, with deeper subsequent runs in another block, first-run small towns in a third block, etc. Average admission price charged by all theatres in a block would be determined, and, from past experience on top allocation films, the distributor would decide what percentage of the total gross was represented by his film rental. This percentage would then become a flat per-admission charge for all theatres within the block. If the average return was 33 per cent, for example, and the average admission charge 36 cents, the flat per-ticket charge for all houses in the block would be 12 cents.

Jeffress Hits TOA Drive-In Stand

CHARLOTTE—In a letter released last week, R. O. Jeffress, vice-president, Drive-In Theatre Owners Association, revealed that he had written to Gael Sullivan, TOA executive secretary, protesting against the recent action of the TOA board in seeking legislation which would force operators of drive-ins to collect admission taxes according to the number of people attending rather than on the gross amount of money received for such attendance.

Pointing out that such a bill would not apply to him as a drive-in operator since he always charges admission on a per head basis, Jeffress also indicated that he had written to Robert L. Doughton, chairman, House Ways and Means Committee, that if such a bill is presented, that a hearing be held, and that his committee consider it as a revenue measure "no matter what it may be called."

Jeffress declared that he was opposed to the measure because that in effect it asks for the passage of legislation which would tell one group of theatre owners just how to price their wares just because "it does not necessarily agree with the present policies of the operators and perhaps the majority of the group."

He also requested that any action asking such restrictive trade practice changes in the Internal Revenue Code be held up until the next TOA board meeting, and that at such board meeting "that TOA publicly withdraw its support of such a foolhardy course."

Jeffress further declared that many members of his group belonged to the Theatre Owners of North and South Carolina, and that, "pending receipt of a satisfactory reply," he would ask his friends to discourage further membership in that body.



Glimpsed on their way to the recent opening of the circus in New York City are Paramount President Barney Balaban, his wife, and daughter.

Shorter Damage Period Asked

WASHINGTON—The MPAA last fortnight extended its fight on a proposed uniform six-year statute of limitations for treble-damage private suits arising out of anti-trust violations by asking the Judiciary Committee to rewrite the law making it a matter of court discretion whether any amount over proven actual damages should be awarded in a given suit. Kenneth Royall, counsel for the producers made the proposal.

Royall proposed a three-year national statute, arguing that six years, plus the time added by wartime suspension of the statute of limitations, may extend a case for 15 years.

California Meeting May 1

WASHINGTON—A three-man committee of the Southern California Theatre Owners will meet on May 1 with Graham Morrison, head, Department of Justice's anti-trust division, for a discussion of industry matters. The committeemen are Albert Hanson, chairman; Sherrill Corwin, and general counsel Ezra Stern. The TOA will be represented at the meeting by executive director Gael Sullivan and counsel Herman Levy.

Newsreels Expanding Coverage

NEW YORK—In a move to expand newsreel distribution in the Middle and Far East, America's five motion picture newsreel companies will soon supply commentary in the languages and dialects of the countries in those areas, it was disclosed last week following a meeting of MPAA's newsreel committee, of which Walton C. Ament, vice-president and general manager, Warner Pathe News, is chairman.

"Whipping Boy" Surveys Criticized by Coyne

NEW YORK—Surveys by advertising and other groups that use the motion picture industry as a "whipping boy" to promote other media were criticized last week by Robert W. Coyne, special counsel, Council of Motion Picture Organizations, speaking before the directors of the Virginia Motion Picture Theatre Association in Richmond, Va.

These surveys, he stated, are slanted to depreciate the motion picture as a receding form of entertainment. He added that the industry suffers for lack of adequate scientific survey material with which to combat these allegations.

Schwalberg Asks That Exhibitors Merchandise

NEW YORK—Exhibitors were quick to endorse this week the statement of Al W. Schwalberg, president, Paramount Film Distributing Corporation, in an article written for "Merchandising," new company organ, that theatremen forget about the Barnum and Bailey type of ballyhoo, and emulate the retailer who must know the articles that he sells, and make his public conscious of it.

He declared that "the exhibitor must learn to know his customers, and, even more important, his potential or prospective customers as well as his merchandise."

"If," he stated, "the exhibitor will forget the Barnum and Bailey approach, and, instead, devote himself to patterning and conducting the operation along the simple, yet proven, lines of the successful retail merchant, there could be a rebirth of energy and enthusiasm all along the line."

He urged the men in his organization to encourage the merchandising plan.

NPA Regulations Emphasized

NEW YORK—Importance of the National Production Authority's new Regulation Four, authorizing the use of a priority rating for business establishments to obtain necessary maintenance, repair, and operating supplies, is being stressed by National Theatre Supply through stickers it has prepared for its customers to attach to order forms, it was learned last week. The stickers read: "To National Theatre Supply—DO-97. Certified under regulation 4." DO-97 is the priority rating designation which obligates suppliers or manufacturers to fill such rated orders before non-rated orders.

New Chicago Suit Filed

CHICAGO—A \$573,000 anti-trust suit was filed in federal court last fortnight by the Alex against Balaban and Katz, Great States, Warner Theatres, Greater Theatre Corporation, Savoy Theatre Corporation, Loew's, RKO, 20th-Fox, Paramount, Warners, Columbia, U-I, and UA. It is charged that from 1938 to 1948 the defendants conspired to monopolize exhibition under the old "Chicago system of release."

Coast Action Filed

HOLLYWOOD—Ted Jones and Baynes McSwain, coowners, Bards, Western Amusement Company, last week filed an anti-trust action for \$768,600 in damages against the eight major distributors, charging illegal clearance between downtown first-runs and the Bards.

Al Christie Mourned

HOLLYWOOD—Al Christie, 71, pioneer comedy producer, died last fortnight of a heart attack. He started in the industry in 1922 as a director for the Nester Company at Bayonne, N. J.

"Long Night" Foreclosed

HOLLYWOOD—Security First National Bank of Los Angeles last fortnight filed a foreclosure suit against Select Productions for payment of a \$141,415.49 loan made by the bank for the production of "The Long Night," RKO release of 1947.

NEWS OF THE

Territory

Atlanta

Joe Williams, assistant manager, Fox, resigned. . . . Judson Moses, Fox, left to go with WGST. . . . R. H Brannon, theatre owner in Georgia, was back after a vacation in Florida . . . It was happy birthday to the daughter of Rudy Nauerro, Benton Brothers Film Express.

The Buffalo, Buffalo, S. C., was badly damaged by fire. . . . Kenneth Sniffen, former manager, Crescent, Dalton, Ga., is manager, Villa, Villa Rica, Ga. . . . Mrs. Nell Rabern, assistant cashier, Republic, resigned to move to New Jersey. . . . Walter Griswold, former booker with Republic, is now with the Lam Amusement Company, Rome, Ga. . . . Ernest Compton, ELC booker, is now with Uncle Sam stationed at Turner Field, Albany, Ga.

Bernard Jacon, vice-president, Lux, New York, was visiting. . . . The Blivins Popcorn Company will take over from Martin Theatres the popcorn and candy business. . . . Owner Bob Moscow, Rialto, announced that his company will spend \$25,000 in improvements. . . . The Palms-Drive-In, Atmore, Ala., reopened. Manager is B. R. Coleman. . . . Owner John Gaither, Heflin, Heflin, Ala., was host to 500 school kids for a free show of the "The Next Voice You Hear."

New owner of the Victory, Louisville, Ala., is F. B. Pierce. . . . Walter Hickey, for many years with many of the leading film exchanges as special sales representative, and who has been on the sick list, was presented with a television set by the Variety Club. He would like to hear from his many friends. Write to 179 Luckie Street. . . . A. G. Alexander, purchasing agent, Wil-Kin Theatre Supply, resigned to enter his own insurance agency in the Hurt building. . . . At Wil-Kin, Alice Pierce, moved from assistant biller to the manager's secretary. Jean Sloan takes over her place. Ruth Bridges was added to the office force, and Marie Reed replaces Frances Park, who moved to the district office. . . . John Davidson, formerly with Warner's, Memphis was transferred to the local branch.

The old love bug went to Realart where Vivian Langley was married to Charles Gillespie. The Row wishes the new couple the best things in life. . . . The following theatres opened: Drive-In, Cartersville, Ga.; Moonlite Drive-In, Trion, Ga., and the Skyway Drive-In Cartersville, Ga.

A campaign to woo film producers to this state began unfolding when showmen of Georgia revealed that a group of 50 stories based on Georgia and Georgians will be offered to a group of top producers for special consideration here on May 13-14-15 at the Biltmore Hotel. This will be a highlight of the



Ralph Pries was recently appointed by Berlo Vending Company as district manager, including the Charlotte territory.

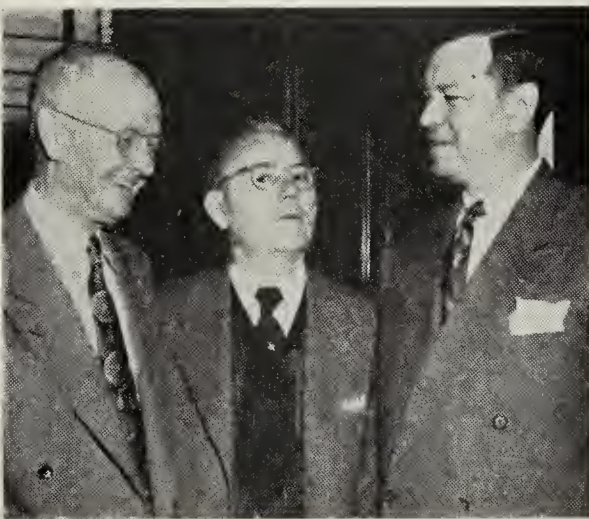
1951 Theatre Owners and Operators of Georgia convention. Large displays based on novels, stories, and books will be used to illustrate the campaign. Pretty girls from each county represented by the 50 stories will be on hand to give producers and their representatives any information they need about geographic, historical, and fictional data. J. H. Thompson, president, said the list of 50 stories deals with personalities and books.

In for a visit at Republic was W. L. Kreh, special home office representative. . . . Joe Fink, former manager, Buckhead and Garden Hills, left for the coast to take over several theatres with Frank Harris.

H. L. Demman, house manager, Fox, resigned to go with the bomber plant in Marietta, Ga. . . . Jim Scott, for several years manager, Roxy, resigned to take over the managership of the Garden and Buckhead, Al-Dun Amusement Company, West Point, Ga.

Robert Mochrie, vice-president-general sales manager, RKO, has accepted an invitation to address the annual convention of the Motion Picture Theatre Owners and Operators of Georgia on May 14.

Lux vice-president in charge of sales Bernard Jacon was in on the last stop of his southern tour to conclude new "Bitter Rice" circuit and drive-in deals. Circuits signed by Jacon include: Ten-



Zack Cravey, comptroller-general, State of Georgia; J. H. Thompson, president, Motion Picture Theatre Owners and Operators of Georgia, and Governor Herman E. Talmadge are seen at a recent meeting of the group in Atlanta.

Plan Now to Attend

4th ANNUAL CONVENTION

Motion Picture Theatre Owners and Operators of Georgia, Inc.



BILTMORE HOTEL

Atlanta, Ga.

MAY 13-14-15



- Outstanding Program Speakers
- Trade Show
- Forums
- Entertainment



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Box 142

Gainesville, Georgia



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arken Paramount Corporation, Memphis; Theatre Service, New Orleans; Paramount Gulf Theatres, New Orleans; J. M. Waters Theatres, Birmingham, and Wilby-Kincy, Crescent Amusement Company, Fox Midwest, Bijou Amusement Company, and Komm Circuit.

Capital City Supply installed a new drink machine in the Brookhaven, Brookhaven, Ga. . . . According to official figures given out by the State Revenue Commissioner, Joe M. Edwards, Alabama's March tax collections totaled \$12,015,944 on amusements, believed to be the greatest single month's collections in the history of the department.

J. H. Yessick opened his new 300-seat Powerly, Powerly, Ala. . . . Alma Hughes and Joan Nash were added to the office force at MGM. . . . Lindsey Jones, U-I booker, will report to Uncle Sam. . . . Harry Dashfield, former sales representative for Republic, is now with U-I in the same capacity.

In booking were: Jack and Harry Ramsey, owners, Mars, Springfield, Ga., and Mr. and Mrs. E. D. Martin, Martin Theatres back after a trip to Washington D. C.

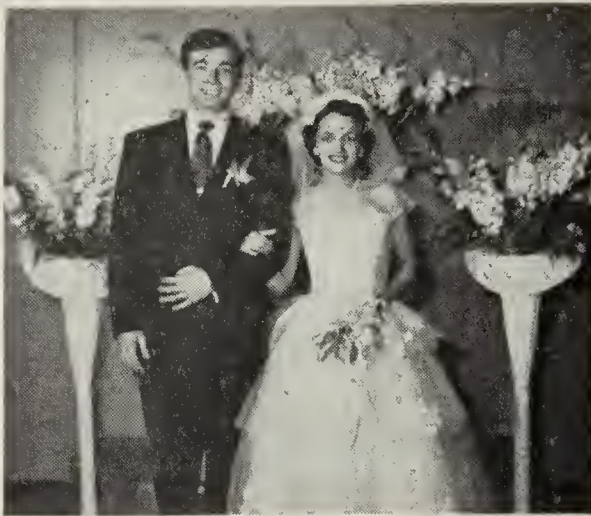
The new owner of the Park Drive-In, Roseboro, N. C., is J. M. Kime. . . . Florida State Theatres announced that Pat Byrnes, assistant manager, Empire, Daytona Beach, Fla., will manage the Lyric, Gainesville, Fla.

Miss W. Smith, secretary to O. S. Barnett, Monogram Southern Exchanges, returned after illness. . . . J. H. Thompson, president, Motion Pictures Owners and Operators of Georgia, was in for a meeting with the board, and said that this would be the biggest convention yet.

Visiting was Collier Phillips, former UA sales representative. . . . Back on the job after a vacation is Mrs. Theis Tegeder, MGM. . . . The Variety Club will hold a paper sale on the streets, selling The Atlanta Journal on May 30, for the Palsy Fund Drive. Those selling papers will be old-time newspaper boys.

Charlotte

Past the half-way mark, and entering the home stretch, RKO's "Ned Depinet Drive" at the end of the 15th week run,



Mr. and Mrs. Charles Achee, Jr., seen here, were recently married. The bride was the former Sybil Frisco. Achee is projectionist, Ashton, New Orleans neighborhood theatre, and service representative at National Theatre Supply.

R. F. Branon's Charlotte branch was still clinging tenaciously to first place.

Jack Austin, manager, Carolina, had a free movie for all Soap Box Derby boys. The Carolina was made available free of charge. . . . Betty Yandle and Blanche Pittle are replacing Lillie Miller and Lucile Bradley, Republic inspectresses, due to illness. . . . The Fort, Sullivan's Island, and Ocean Breeze Drive-In, Crescent Beach, S. C., are re-opening. Saxton Theatrical Service will handle buying and booking. . . . J. L. McConnell has taken over operation of the Gloria, Ninety Six, S. C. Former owner is W. M. Broadwell, Jr. Saxton Theatrical Service will handle buying and booking.

Byron Adams, branch manager, United Artists, said UA will take over ELC on April 28. All employees in the Charlotte branch have been notified that their employment will be terminated as of that date. ELC salesman will be retained, and Adams will remain as UA manager.

Emery "Sho Nuff" Wister, movie editor, The News, was in a local hospital for an operation. . . . Sam Saunders, RKO booker, says it's a boy, six pounds, nine ounces. . . . Mr. and Mrs. R. B. Moore, William Penn and Little, Carthage, N. C., are the proud parents of a little girl, Deborah Kay. . . . Sam Bogo, owner, Carolina, Batesburg, S. C., opened his new 230-car drive-in, Monetta,

S. C. . . . Columbia screened "Valentino" at the Dilworth. . . . Russ Henderson Theatre Booking Service, returned from a business trip to Atlanta, in connection with the New No. 1 Drive-In, Augusta, Ga. . . . Ernest Poole, shipper, Monogram-Southern was busy handing out cigars. The stork left a boy. . . . The Drive-In, Lake City, S. C., opened. Owner is Mrs. Grace Wayne.

Adult admissions were increased by six drive-ins, North 29, South 29, Albe-marle Road, York Road, Pineville Road, and Statesville Road.

Rudy Howell, Howell Theatres, Smithfield, N. C., and Miss Dixie Marie Denning were married at Baptist Church, Four Oaks, N. C. . . . In visiting were: George Ward, Colonial, Chesnee, S. C.; Kit Bowden, Ritz-Palace, Newbern, S. C.; Buddy Richardson Wallace, Jonesville, S. C.; J. B. Edwards, Aberdeen, Aberdeen, N. C.; C. F. Truesdale, Foster Drive-In, Kershaw, S. C.; C. Lashley, Star, Greensboro, N. C.; J. J. Booth, Palmetto, Walnut Cove, N. C.; O. K. Hogan, St. Paul, St. Paul, N. C.; Bill Suther, Pastime, Concord, N. C.; Jimmy Earnhardt, Taylor, Edenton, N. C.; Roy Champion, Champion Theatres, Wilson, N. C., and Irwin Rourk, Wrightsville Road Drive-In, Wilmington, N. C.

Memphis

Exhibitors are complaining of the late, cold spring as a handicap. The playing season, which always produces the first increase of spending money after the winter season, has been delayed. It has hit the many drive-in theatres especially hard.

MONOGRAM—Miss Anne Freeman is the new secretary to branch manager Bailey Prichard.

William A. Lewis, former ELC branch manager and lately salesman since the branch closed, was transferred to Dallas to take over the job vacated by Norman Coulqhoun, who came to Memphis to take over the branch manager job with Columbia after the death of Herman Crisman.

RKO—C. L. Rounsaville, salesman, resigned to enter the automobile business, succeeded by C. E. Wallace, formerly with Film Classics.



Mayor William B. Hartsfield, Atlanta, left, is seen recently discussing the city's film possibilities with J. H. "Tommy" Thompson, president, Motion Picture Theatre Owners and Operators of Georgia, while, center, Mrs. M. M. Osman, a member from Covington, Ga., left, and Mrs. John Carter, chairman, ladies' activities, 1951 convention, MPTOO of



Georgia, discuss plans for the convention to be held at the Biltmore Hotel on May 13-14-15. On the right, Paul Wilson, assistant division sales manager, 20th-Fox, left, and Colonel Charles Kessnich, district manager, Loew's, Inc., distributor committee, are also seen discussing plans for the fourth annual convention which by all indications should be one of the best yet.



Territory exhibitors have swung elections in several sections and some are ruling the city hall. Lyle Richmond, exhibitor of Senath, Mo., was elected mayor. He won on a write-in ballot.

Harold A. Nicholson, Paramount Dallas sales manager, has been promoted to Memphis branch manager, succeeding Lindley W. McClintock, resigned. Nicholson joined Paramount in 1933 as an assistant shipper in the Oklahoma City branch. The following year, he was promoted to booker, and nine months later to salesman. In 1947, he was transferred to the Dallas exchange as a salesman, and in 1949 was appointed sales manager there.

Jimmy Seay, Grand, Cardwell, Mo., was elected mayor of Cardwell, winning against the incumbent, his landlord. Roy Dillard, Wardell, Mo., was reelected to the board of Aldermen of his city, and also was named to the school board. Dam Landcaster, who operates the theatre at Hoxie, Ark., has been named principal of the elementary school.

Clark Shivley, owner of the drive-in at Clarksdale, Miss., was recently married.

A shift in employes at National Theatre Supply left several vacancies on the staff. Henry Lewis, a salesman, was transferred to the Dallas branch. Louis Graham resigned to go into the show business with his brother in Louisiana, and Mrs. Sarah Makey, bookkeeper, resigned, replaced by Mrs. Naomi Ashburn.

New Orleans

Sam Pasqua, Gonzales, La., is back in harness again after illness. . . . Visiting were manager E. R. Dorhauer and Bill Castay, owner, Arrow; the Woolner brothers, Drive-In Movies and Airline Drive-In, and Mortimer and Lyle Shiell, Skyvu Drive-In.

Salesmen seen were: Joel Blustone, Republic; Roy Nicaud, Lippert; Jerry Kennedy, 20th-Fox; Joe Fabacher and "Singing Sam" Nunngessor, Monogram Southern; Sid Otis, Warners, and Ed Shinn, Paramount.

I. M. Gauthier was dating attractions for his Castle, White Castle, La. So was Bob Sigler, Dome, Hattiesburg, Miss.

G. W. Allen Gala, Butler, Ala., and also, Camden, Ala., was seen making the rounds.

Tom Neely, National Theatre Supply, and Milton Dureau, Realart-Masterpiece, were Mobile, Ala., callers. . . . Charming Mrs. Dave Lutzer, Barksdale Drive-In, Bossier City, La., was Film Row and Canal Street shopping. . . . Frank Ollah, the strawberry barn, owner, Star, Albany, La., was in for a confab with co-owners Mortimer and Shiell Skyvu Drive-In.

Lew Andrews, zone manager, Hallmark was in. He has taken space in Babe Cohen's Lippert exchange. . . . "Happy Go Lucky" Ira Phillips was calling at Joy Theatres, Inc.

Home office executives visiting Loew's were William Zoellner, short subjects sales manager, and J. Isenberg, legal department.



Thor Heyerdahl, author, RKO's "Kon-Tiki," recently showed a model of the raft on which he made a 101-day trip across the South Pacific to stewardess June Ryan when he arrived in New York by plane from London for the premiere.

Max Connett, circuit operator in Mississippi, was in from Newton for a visit with booking manager Sammy Wright.

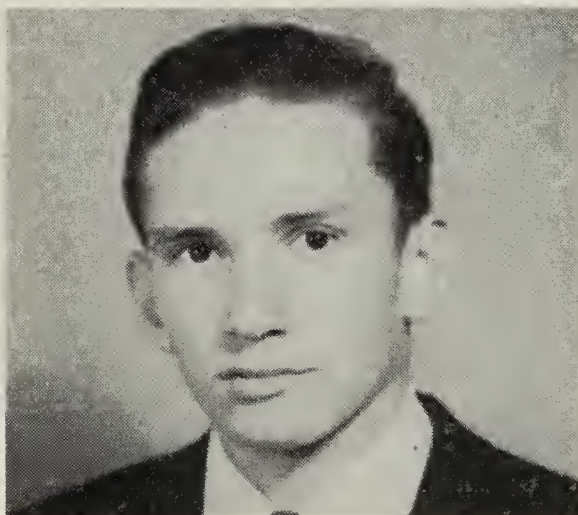
Among those making trips were: Ann Molzon, Labadieville, La.; F. G. Pratt, Jr., Vacherie, La.; Harold Dacey, Raceland and Lockport, La.; Frank Smith, Grand Isle, La.; Milton "Smiley" Guidry, Lafayette, La.; Mrs. O. J. Barre, Barre's Circuit, Vacherie, and Edgard Luling, Paradis, La.

A. L. Royal, Meridian, Miss., secretary-treasurer, Mississippi Theatre Owners Association, and his pal Hank Jackson, Hattiesburg, Miss., were reminding everyone that the annual convention will be held on June 24-25-26 at the Buena Vista Hotel, Biloxi, Miss.

Wilma Graham, Republic booking department, is on the road to recovery after a recent operation in Baptist Hospital.

John Harvey, Nabor, Oberlin, La., took over operation of the late A. J. Rayford's Ray, Turkey Creek, La., and converted it to 16 mm. . . . Bob Kelly, manager, Dixie Inc., is back after a trip in the territory. . . . C. C. and O. Meyers, Biloxi, Miss., visited.

In were: Mrs. W. Paternostro, Lake Charles, La.; "Uncle Bob" Molzon, Norco, La.; R. E. Corolla, Arcade, Slidell, La.; Roy Pfeiffer, Istrouma, Baton Rouge, La.; Charles Waterall, Jr., Prichard, Ala.; Vincent Thiebaut, Pat, Lafayette, La.; Mrs. Adeline Savoie, Liz, Pancourtville, La.; Robert Smith and Mr.



Goodwyn Broggi, son of J. C. Broggi, New Orleans theatre representative, is a senior at St. Paul's College, Covington, La., where he is an outstanding student.

and Mrs. T. Lupo, Lakeview, and A. J. Corte, Garden. . . . Don Kay, Cinema Roadshow Attractions, was in.

James S. Burkett, producer distributing through Eagle Lion Classics, was host at a buffet supper for theatre buyers and bookers. He was assisted by manager George Pabst and bookers Elizabeth Bacon and Louis Hemstrett, ELC. Those in attendance were: L. C. Montgomery and E. A. McKenna, Joy; Eldon Briwa, Film Service; Maxine D'Arcourt, Pittman Theatres; Russell Callen and Alice Mahan, Associated Theatres; Waddy Jones and Joyce Yager, Booking Service; Andy Bevelo and Lucille Boulet, Theatres Service Corporation, and Annabelle Chestnut, Broggi Booking Service.

The happy occasion on April 4 demanded a "Hoorah" when a baby girl, six pounds, twelve ounces, arrived at the home of Mr. and Mrs. Charles Levy. She will answer to the call of Sharon Marie. The proud parents operate the Ritz, Hammond, La.

The RKO Orpheum and The New Orleans States sponsored a contest to find a double for screen actress Ava Gardner, star of "My Forbidden Past."

With members of both families and close friends, Mr. and Mrs. William Cobb celebrated their 18th wedding anniversary at their home on Gentilly Road. Among those present was Cobb's sister, Mrs. Ruth Chesire, manager, Joy, Minden, La.

William H. Murphy, Jr., manager, Southeastern Theatre Equipment, was out on an extended tour in the Louisiana territory. . . . Twenty-five prints on "Passage West" will be used in the New Orleans exchange area by Paramount for the saturation campaign. Arlene Whalen, Dennis O'Keefe, and John Wayne will be here in person for the opening at the Saenger. They will also make personal appearances in Mobile, Ala., and Baton Rouge, La.

In a \$200,000 transaction, Leverne C. Montgomery, Joy, sold his interests in four theatres to T. G. Solomon, McComb, Miss. The houses are the Clarke, Natchez, Miss.; Tiger Drive-In, Mobile, Ala.; Bama Drive-In, Mobile, Ala., and Palafox Drive-In, Pensacola, Fla. Solomon was formerly a partner in each of the theatres, and now has full ownership. Associated with Montgomery in the deal were Eldon Briwa, T. E. MacKenna, and Claire Hilgers. Montgomery plans to expand the Film Service Corporation, film buying and booking agency for independents, which he has been operating for 25 years with Briwa.

Arkansas Little Rock

Leon J. Bamberger, sales promotion manager, RKO, has accepted an invitation to address the Motion Picture Theatre Owners of Arkansas convention on May 7, 8, and 9.

Florida Miami

A project of Variety Club Chief Barker Jack Bell, Lend-a-Hand, has a

staunch ally in Burton Clark, co-manager, Boulevard Drive-In. Clark has placed a huge wooden box in a prominent spot at the Boulevard Drive-In, and patrons are cooperating. . . . Arthur Price, exploitation man, Wometco subsequent-run houses, garnered many inches of publicity via columnist space. . . . James Maury and Burton Clark Boulevard Drive-In, were doing their small bit to undo the centuries of superstition against Friday the 13th by admitting free owners of cars with license plates including the digits 13. . . . Much interest was shown in the recently published annual report of the Variety Children's Hospital. Of the 6,352 patients treated, the Variety Club raised funds totalling \$91,150.63 to cover the deficit of charity and part-paying patients. . . . The 1300-seat Bunche, which Wometco has under construction in Bunche Park, Fla., is expected to open with a charity benefit on May 18. James Camp was appointed manager.

Mitchell Wolfson, coowner, Wometco Theatres, was an intended victim of a blue law crusader recently. Charges of violating the law by having the Miami open on Sunday were quashed by the judge after Wolfson's legal advisor, Albert Bernstein, contended a movie operator was not a merchant or dealer.

Georgia Waycross

"Queen for a Day," released by United Artists, smashed every existing boxoffice record at the Lyric, Ritz, and Carver, in its world premiere. The triple record climaxed an unprecedented campaign by Lyric manager John Harrison and UA exploiter Howard Waugh, of the staff of Max E. Youngstein, UA vice-president and national director of advertising, publicity, and exploitation, working under Mori Krushen. Full national facilities of the Mutual Broadcasting System were made available for advance plugs and a complete "on-the-spot" broadcast of all premiere activities, through tieup with the national MBS "Queen for a Day" program. WAYG devoted practically all its broadcasting time to the film and the premiere, and MBS stations in all nearby towns carried running cross-plugs for a week before opening. National advertisers tied in with the "Queen for a Day" broadcast. The biggest street parade ever seen in the Okefenokee region was put on to celebrate the world premiere of "Queen for a Day." Governor Herman Talmadge, State Senator Jack Williams, and Edith Meiser, one of the stars of "Queen for a Day," joined Jack Bailey and Jim Morgan, of the "Queen for a Day" radio-TV program, as guests of honor. The Waycross Journal-Herald carried a special 16-page souvenir premiere day, as well as 30 cooperative ads from local merchants, 19 separate art breaks on the premiere and premiere activities, and a full page of news features in the main news section. Full national coverage was given. Every store in Waycross carried banners, streamers, and window displays plugging the premiere. All visiting celebrities and visiting newspapermen were guests.

North Carolina Chapel Hill

E. Carrington Smith served as a member of the committee on arrangements for the annual meeting of the North Carolina Society, Sons of the American Revolution, Durham, N. C.

Durham

To capitalize fully on the local publicity from Bob Hope's personal appearance, the Paramount booked "The Lemon Drop Kid," into the Center. The booking was arranged following the announcement that Hope would appear before the Durham Merchants Association.

Charles Lewis, manager, Center, a member of the Public Information Division, Civil Defense Organization, arranged daily showings at the Center of "You Can Beat the A-Bomb."

Fayetteville

Motor Park Drive-In Theatre, Inc. obtained a certificate of incorporation from the Secretary of State to operate a theatre with authorized capital stock of \$10,000. Incorporators are William Elliott, Jr., Frances Elliott, and Charles Broadfoot, Jr.

High Point

Cases against Wilbert W. Edgerton and Howard L. Arney in connection with the alleged showing of obscene movies at the Kit were nol-prossed with leave in Municipal Court at High Point. Edgerton, on probation for exhibiting immoral movies, also was charged on two counts of failure to secure a business license, and Arney was charged with exhibiting obscene movies. After a raid on the theatre in 1949, Edgerton was given eight months in Municipal Court on the exhibiting charges, and appealed. Last December, in Superior Court, he was fined \$100, and given 12 months, suspended during three years of probation. Arney was arrested some time after the raid on the grounds that he was a one-time projectionist at the Kit, and also had exhibited obscene pictures.

Newton

At the request of seven producers, Judge Wilson Warlick, at a hearing in



Harold Mirisch, vice-president, Monogram and Allied Artists, is seen recently addressing the companies' eastern sales meeting held at the Warwick Hotel, New York City. Also on hand, are, left to right, Morey Goldstein, Steve Broidy, and James C. Flinn, company executives.

United States District Court, issued an order permitting the inspection and examination of books and records of Colonial Theatres, Inc., headed by George D. Carpenter, Valdese, N. C.

Raleigh

The House of Representatives voted to let girls 17 and 18 years of age work in theatres as cashiers, concession operators, ticket takers, and in other posts up to 10:30 p.m. The present law prevents girls under 18 from working after 9 p.m. The new bill provides that the girls shall work under rules and regulations of the State Labor Commissioner.

After being amended several times, a bill regulating the showing of Sunday movies in Forsyth County has been enacted into law by the legislature. The bill bans Sunday movies in rural Forsyth County except during the hours 12:30 p.m. to 6 p.m., and from 9 to 12 p.m. The bill originally applied to all of the county but was amended at the request of theatre interests so that it does not affect the incorporated towns of Winston-Salem and Kernersville, where the boards of aldermen may set whatever hours they wish. However, Sunday night movies there are prohibited by law from opening before 9 p.m. Another amendment to the bill places a maximum of \$50 on the fine which a court may assess a violator. North Carolina theatre interests didn't like the act's provision for punishment within the discretion of the court without any stated limit.

The North Carolina legislature enacted into law bills prohibiting the operation of movies on Sunday in Mitchell County and prohibiting the operation of Sunday movies during church hours in Currituck County.

Spruce Pine

A temporary injunction prohibiting the showing of Sunday movies in Spruce Pine, was dissolved at a hearing in Superior Court on grounds of insufficient evidence, and the City Council met again immediately, and again approved a resolution permitting such showings on Sundays. As a result, theatres began Sunday programs April 8 for the first time. The temporary restraining order had been obtained by a group which included Fred Dale, who resigned as mayor after the Council approved the Sunday movie ordinance.

Wilmington

Century Theatres, Inc., obtained a certificate of incorporation from the Secretary of State to operate theatres. Incorporators are Robert Sanders, W. L. Sherman, and Alvin London, Charlotte.

Winston-Salem

Drive-ins put into effect a voluntary plan of not opening until 9 p.m., on Sunday nights, and reported business off considerably. One operator said his business was off as much as 80 per cent. Dan Drummond, part-owner, Flamingo Drive-In, said he actually had to open his theatre three minutes earlier because "highway patrolmen told us we'd have to clear up the traffic outside the entrance."

NEWS OF THE

Territory

Chicago

Kathryn Mason, away for awhile because of illness, returned to the Astor.

"We sell good entertainment only. . . . no commercials," was displayed by Ludwig Sussman, Adelphi owner, on his marquee. . . . Stanley Boryska went from assistant, Majestic, East St. Louis, Ill., to the Wildey managership, Edwardsville, Ill.

B and K made shifts among nine managers. Milton Officer, \$1,000 managerial prize winner last year and who had run neighborhood houses for many years, was promoted from the Central Park post to the management of the United Artists. Robert Mangels, temporarily closed, Iris, was assigned to the Central Park. Ben Feldman went from United Artists to the State; Leslie Gleason, State to Roosevelt; Charles Nesbitt, State-Lake to Harding; Harry Odenhal, Harding to State Lake; Sam Saikle, Riveria to Crystel; Leo Brown, Howard to Riveria, and Max Milstein, who had been at the Crystal for 20 years, to the Howard.

The Banner closed for improvements. . . . Jack Clark, Tiffin, was made chairman, Allied Theatres exploitation campaign. . . . William Leonard, movie reviewer and drama critic was appointed to write the "Tower Ticker" column, originated and conducted by the late James S. "Jimmy" Savage.

The Zion will continue operation on Sundays at Zion, Ill., the voters having turned down a proposed return to the old blue laws. . . . Russell Branson is new manager, Ritz, Shelbyville, Ill. Don Kennedy, former manager, joined Marcus Enterprises to manage the Cheviot, Cincinnati.

B and K is preparing to open a kiddie-land park in Toledo, O. . . . More than a thousand children packed the Batavia, Batavia, Ill., as guests of the police department and the Businessmen's Association. . . . H. and E. Balaban will open amusement parks in Randall, O., Union, N. J., and perhaps here. . . . Abe Fischer, Republic division manager, was visited by John J. Houlihan, manager, Dallas.

Mosquitos that are not up on the latest scientific development to exterminate them are due for fatal results if they invade the Sky-Hi Drive-In. Owner Louis Jelinek is preparing to install supersonic gadgets which will broadcast the mosquito's mating call.

Tribute was paid to James R. "Jimmy" Savage by large delegations from the industry, newspaper men, and civic notables in Our Lady of Mount Carmel Church, where a requiem mass was said for him prior to interment in St. Joseph's Cemetery, River Grove, Ill.

Dallas

Albert S. Chimene, 62, a projectionist for Interstate Theatres in Galveston, Tex., for 43 years, died. He is survived by his wife, two married daughters, and two brothers.

P. G. Cameron, theatre man in Dallas since 1906, purchased the Haskell. . . . Tom Griffing, Abilene, Tex., and Boston, bought an interest in All-State Theatres. . . . W. A. "Bill" Lewis returned. Lewis has been in Memphis for the last three years. . . . Duke Clark, Paramount division manager, returned from San Antonio, Tex., where he visited his son, Captain Donald C. Clark, Special Services officer, Fort Sam Houston. . . . Ed Newman opened his new Oak Lawn Drive-In, Waco, Tex.

Jack Pickens, El Lasso, Ritz, El Tejes, Tex., and Gay 90, Uvalde, Tex., is retiring from active management because of ill health. He has sold half interest in his properties to Mo-Kan Theatres, Dallas.

State exhibitors seen along Film Row were: Mrs. Don Campbell, Rio, Clyde; Stephen Curley, Lake Drive-In, Bridgeport; Bryan Blythe, Van, Van; E. J. Jobe, Lincoln, Terrell; C. O. Simmons, Plaza, Denton; Chester Sandidge, Village, Fort Worth, and S. G. Fry, Bob Fry, and Victor Fry, Tyler. From out of state was L. W. Watts, W and K Theatres, Oil City, La.

Denver

Record grosses were racked up for 20th Century-Fox's "I'd Climb The Highest Mountain" at Fox Intermountain Theatres after an unprecedented campaign among church and educational groups in the area. The campaign gained tremendous support from Protestant ministers in the area, 72 percent of whom devoted Sunday sermons to the subject matter.

The three top men in the Black Hills Amusement Company, Rapid City and Deadwood, S. D., took vacations at about the same time. John Bertalero, partner, and Mrs. Bertalero went to California; Charles Klein, partner, started at Denver, and wound up at Colorado Springs, Colo., before returning to his Rapid City home. On his trip, made with Mrs. Klein, he bought a complete fishing tackle outfit. His son, Richard Klein, general manager, and Mrs. Klein headed for Denver.

Jack McElhinney is the new salesman at Republic (This correspondent made an error in his name in the original item.—Ed.) He is new to the business, although his uncle, Paul McElhinney is branch manager at Seattle for Republic.

Mrs. Tom Bailey, wife of the Lippert franchise owner, is recovering nicely in St. Luke's Hospital following an operation.

Out-of-town visitors included Mr. and Mrs. Fred Hall, Akron, Colo.; Neal Beezley, Burlington, Colo.; George Besse, Gunnison, Colo.; Lloyd Greve, Eagle, Colo.; C. E. McLaughlin, Las Animas, Colo.; Dr. F. E. Rider, Wauneta, Neb., and Robert Kehr, Ogallala, Neb.

Des Moines

The Allied Independent Theatre Owners of Iowa and Nebraska adopted resolutions at its annual convention recommending prints be split between circuits and independents, and be made available to non-competing houses on release. New directors added to the board were Wayne Dutton Manchester; Charles Jones, Elma, and Ben E. Kubby, Des Moines, counsel for the association. Officers will be elected in January. Featuring an outstanding program of speakers were Roy Rogers and Dale Evans. The convention ended with a testimonial banquet for Benjamin N. Berger, Minneapolis, president, North Central Allied. The men presented Berger with a wrist watch.

Kansas City

Harold Wirthwein, Monogram and Allied Artists western sales manager, arrived to discuss with T. R. Thompson, branch manager, plans for the release in the area of "I Was An American Spy."

Los Angeles

Foster M. Blake, western division manager, U-I, was in from New York to confer with Barney Rose, district manager, and William Marriott, branch manager. . . . Film Row welcomed Jack Zamsky, formerly with U-I in Salt Lake City. . . . Bill Foreman, largest drive-in owner and operator in Seattle and Portland was in buying and booking. . . . The Arlington, booked by the Vinnicoff Circuit, closed. . . . Bill Warner, United Artists salesman, is back, having recovered from a recent heart attack. . . . Sally Miller, RKO booker, was back at her desk again. . . . Jack Sherriff, booker, Vinnicoff Circuit, is reminding everyone to send get-well cards to Carl Burroughs, Warner booker, still at Veterans Hospital. . . . Paramount branch manager Al Taylor and salesmen Bob Abelson, Ralph Carmichael, and Chuck Newman are a steady golf foursome. . . . The Surf, Huntington Beach, Cal., closed. . . . Murray Gerson, Monogram salesman, finally got his cherry convertible out of the repair shop after six weeks, and put it right back in again after a truck backed into it on the Row. To add insult to injury several days later, a woman driver ran into it while parked. . . . Eddie Cook, U-I office manager and everybody's pet at that exchange, has been saving his vacation for 17 years. He hopes when he finally gets it, it will be retroactive. . . . Paula and Al Grubstick were visiting Lippert exchange, from San Francisco. . . . Azteca exchange was moving in to the swanky new building just half a block north of Film Row, and Cinema Distributors and Lux Film Distributing Corporation were moving into the quarters vacated by Azteca in the California Bank building.

Dan Sonney bought up two more buildings right next to MGM and hopes to do some face-lifting on the block. . . . Visiting were Mason E. Siler, owner, Mesa, Costa Mesa, Cal., and E. D. Patterson, owner, Elsinore, Elsinore. . . . Herbert Rosener is back for a few days of "looking things over" and booking "Ways of Love" into his Esquire. . . . The girls at 20th-Fox were working overtime to

get the money tabulated, and turned in for the Variety Club awards. . . . Dave Bershon, Variety Club, Chief Barker and winner of the Heart Award, was staging it at Palm Springs, Cal., with the apple of his eye, 10-year-old grandson. Charles P. Skouras, president, National Theatres, underwent minor surgery at the Cedars of Lebanon Hospital. . . . Mrs. L. Tilton, mother of Bundy Smith, National Theatre Supply, passed away. . . . Columbia home office executives Lou Weinberg and Lou Astor, along with Jack Tillman, branch manager, San Francisco exchange, visited. . . . Jack Chazen closed the Rosebud.

In Taft, Cal., Fox West Coast, will open its new 1078-seat Fox on May 1, it was announced by general manager George Bowser. The \$300,000 theatre replaces the old Hippodrome, destroyed by fire. Proceeds from the opening night will be turned over to the Kern County Society for Crippled Children. Jack McGeorge, transferred from the Alcazar, Bell, Cal., will manage. Dick Dickson, Southern California division manager, is coordinating the opening program. The Taft Daily Midway Driller is preparing a special eight-page section in observance of the occasion, and Seymour Peiser and Pete Latsis, Fox West Coast advertising-publicity department, are helping edit the section.

Tent 25, Variety Club of Southern California, will be represented at the Variety Clubs International convention in Philadelphia on May 9-12 by nine of its members. Making the trip will be Dave Bershon, Chief Barker; George Bowser, First Assistant Chief Barker, who will also represent Charles P. Skouras, Big Chief Barker, now recovering from a minor operation; Sherrill C. Corwin, Second Assistant Chief Barker; W. H. Lollier, International Sergeant-At-Arms, and Ezra E. Stern, chairman, tent's Heart Committee. Others who will attend the conclave as alternate delegates include Lloyd Ownby, Barclay Ardell, Jack Goldberg, and M. J. E. McCarthy.

Herman Wobber, west coast division manager, 20th-Fox, announced the decision of Clyde Eckhardt to retire as manager, Los Angeles exchange, effective on July 1. Alex Harrison, present manager, San Francisco exchange, will succeed Eckhardt, and Jack Erickson will assume the management of the San Francisco office.

James Velde, formerly branch manager in Detroit for Eagle Lion Classics, has been appointed western district manager for United Artists. He takes over the key west coast sales territory, under the supervision of Milton E. Cohen, newly named western-southern sales manager, and will make his headquarters here. Richard Carnegie has been appointed UA branch manager, a capacity similar to the one he held with ELC. Bert Pollard, formerly branch manager, assumes the post of office manager.

Milwaukee

April 10 marked the passing of Charles W. "Charlie" Trampe, 61, a pioneer in the industry. He was president, Monogram-Midwest Film Company, Inc., Film

Service, Inc., and a director of Monogram. He numbered his friends in the thousands; he was one of the founders and first chairman of the Variety Club, and with his trucks, films, and equipment provided free for orphans, old people, and others at charitable institutions and he was first chairman, Variety Heart Fund committee, which pledged \$25,000 for heart disease research at Marquette University, \$10,000 of which has already been donated. A move is now on foot to rename the project as a memorial to him. Each year, he held open house at his Phantom lake summer home, where he used the Labor Day weekends for festivities, playing host on several occasions to a 1000 or more exhibitors. No finer tribute could be paid him than one who, in commenting, said: "He was a friend to every one and the softest touch in the industry." According to his family, it was his last wish that friends provide contributions for the Variety Club Heart Fund instead of sending flowers to his funeral.

The ice cream bar dispensing machine at the Mars went out of kilter. Ray Kulick, after putting in his dime and no bar was thrust out, reached in the slot to feel around for it. Suddenly there was a "plunk," and the machine grabbed him, instead. Firemen spent a half hour taking the machine apart.

Angelo Provinzano reports that the Mozart has the largest screen on Milwaukee's South Side.

Conventions are in the offing, and those expected to attend include: North Central Allied, Minneapolis; Ben Marcus, president, AITO of Wisconsin; Harold Pearson, executive secretary, AITO; F. J. McWilliams, Portage and Home, Portage, Wis.; John Adler, Adler Theatre Corporation, Marshfield, Wis.; Sol Goldberg, Hollywood, and Drive-In, Wausau, Wis.; and Andy Spheeris, Towne, as well as Russ Leddy, Orpheum, Green Bay, Wis. Allied at Kansas City: In addition to Pearson, Goldberg, Adler, Marcus, and Adler, will be Bob Karatz, Badger Drive-In, and Sam Kostos, Drive-In and Lake, Fond du Lac, Wis.

The AITO of Wisconsin board meeting went on record with the idea of 100 percent cooperation with COMPO. Also approved was a resolution that the next meeting be held in conjunction with the regular meeting at Wausau, Wis.

Exhibitors are watching the future for the Lake, Pewaukee Lake, Wis. John McKay, former district manager, Standard Theatres, has taken over.

Buck Herzog, Film Row's mouthpiece, returned from his annual visit to Hollywood. . . . Ben Marcus, AITO president and head, S and M, added the Stout and State as a result of a deal with the Miner Amusement Company. . . . The Mars has been sold to the Mars Theatres, Inc. . . . The Reel Fellows are going all out on preparations for the annual May Ball. . . . Back from Florida are Joe Strothers, S and M film buyer, and F. J. McWilliams, Portage, Portage, Wis., while Harry Melchor, Unity Theatres, reported from Arizona.

Results of the projectionists' Local 188 election are: Glenn Kalkoff, president;

Walter Behr, vice-president; Robert Lucht, recording secretary, and George Bader, treasurer. The executive board consists of John Black, Norman Habersat, Charles Beggs, and Erwin Rotter. Sergeant-at-arms is August Mommer.

Minneapolis

Tony Whitehouse, newly appointed foreign sales manager for Hallmark Productions, Inc., will supervise the opening of "Prince of Peace" at the RKO Penn on May 9.

Oklahoma City

At Warner Theatres, Paul Townsend was promoted to district manager. He succeeds M. D. Braze. Townsend has been manager, Midwest, since June 1946, and before that held other managerial spots. Succeeding Townsend at the Midwest will be Joe Real, who has supervised the Warner and Sooner. Replacing Real is Al Henricks, who moves in from the manager's office at the State.

C. H. "Buck" Weaver, branch manager, Paramount, attended the farewell luncheon sponsored by the Motion Picture Association of Greater Kansas City for J. H. States, office-booking manager, Paramount Kansas City Branch, who resigned to enter the motel business in Meva, Ariz.

Mrs. Izah Adams, Ritz, Sulphur, Okla., accompanied by Mrs. Marie Lutz, formerly of Theatre Poster Service, was visiting Natchez, Miss.

State exhibitors on the Row were: Ruby Jones, Ritz, Shawnee; J. R. Burns, Kozy, Granite; Crawford Spearman and Mrs. C. C. McCoy, Broncho, Edmond; Bill Jones, Harmony, Sand Springs, and Ritz, Skiatook; A. J. Sigmund, Sigmund, Lexington; Frank Nordean, Arcadia, Maud; Dewight Seymour, Avon, McCloud; Dudley Tucker, Sun, Pauls Valley; Mrs. C. W. Duncan, Redskin, Wetumka; C. H. Leonard, Leonard, Meeker; J. S. Worley, Liberty, Shamrock, Texas; Wesley Hodges, Bulldog, Weatherford, and Henry Simpson, Wal-mur Amusement Company, Bristow.

Omaha

Bob Hoff, Ballantyne Company sales manager, laid victory carbons before the 35 mm. motion picture equipment advisory committee. A meeting will be held soon in Washington. Hoff says the industry needs heavy copper coating of 7 mm. ortip negative and 8 mm. suprex positive carbons to raise screen illumination.

Nebraska exhibitors are paying tribute to Mr. and Mrs. George Monroe, Sr., 50 years wed and 40 years in exhibition, whose son, George, Jr., operates the Fort, Kearney, Neb. They marked their golden wedding anniversary on April 24. . . . Tri-State Theatres opened outdoor houses in Omaha, Sioux City, Ia., Council Bluffs, Ia., and Grand Island and Hastings, Neb.

The Rembrandt, Ia., Commercial Club reopened the Community, closed since December. . . . Merle Lewis reopened his drive-in at Kearney, Neb. So did James Travis at Milford, Ia.

George (Marsh Circuit) Marsh is building a home at Vermillion, S. D. . . . William Miskell, Tri-States Theatres district manager, has been elected a director, Omaha Cerebral Palsy Association. . . . Jean Leahy joined MGM as information girl.

Portland

In Walla Walla, Wash., Elmore H. Keyes, with Mid-State Amusement Corporation for the past seven years, has joined Evergreen Theatres, Seattle. He will be succeeded in Walla Walla by Howard McGhee with Midstate organization since 1942.

All drive-ins have reopened. . . . The court sustained a demurrer of the Auto-Vue Theatre Corporation, Spokane, Wash., in a complaint filed against the officers by Henry I. Carey and Ray L. Strawwick, stockholders in the corporation. . . . The Bagdad was host to Hawthorne Avenue merchants. . . . The Liberty, Dayton, Wash., was purchased by Lowell Spiess from Midstate Amusement Company and F. D. Nessel, former manager. . . . A. M. Dunlop, formerly J. J. Parker Theatres manager at Astoria, Ore, will become year-round manager-director, Clatsop Community Chest. . . . The East Sprage Drive-In, Spokane, Wash., opened with Robert Feibiger as manager. . . . Arch Holt, U-I, was covering coast spots.

Frank Pratt, former manager for the Evergreen Theatre Circuit in Portland and Bellingham, Wash., opened the Holly, Bellingham, on his own.

Charles Powers, Jr., former Eagle Lion Classics branch manager, took the post of sales representative for United Artists. He will expand the coverage of the UA office for branch manager A. J. Sullivan.

St. Louis

In Flora, Ill., funeral services for J. E. Spalding, member of a pioneer exhibition family of Southern Illinois, were conducted at the local Catholic church. He died of a cerebral hemorrhage and heart attack. The Spalding family owns and operates the Town, Florine, and Roxy.

In Hannibal, Mo., many exhibitors from northeastern Missouri and the adjacent area in Illinois and also from St. Louis and vicinity attended the regional meeting of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois, presided over by Tom Edwards, Farmington, Mo., at the Mark Twain Hotel.

The directors of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois, endorsed in principle the United Cerebral Palsy Association's fund-raising campaign but left the matter of taking up collections in theatres of this territory strictly up to the individual theatre owner. The MPTO directors favored the running of the association's campaign trailer. The trailers are being distributed through National Screen Service, which also is handling the wishing wells and lobby

booth collection boxes. Matt Schuler, booker, Fanchon and Marco, St. Louis Amusement Company, is handling local bookings for the trailer.

In Belleville, Ill., Police are seeking the thief stealing candy at the Bloomer Amusement Company's Rex. . . . In Robinson, Ill., The Frisina Amusement Company, Springfield, Ill., owner, Gordon Drive-In, opened the 1951 season with free shows.

In Bridgeport, Ill., the Bridgeport Business-Professional Club is sponsoring free Saturday afternoon shows for the children in the Capitol, managed by Ross Scaggs.

In Chandlerville, Ill., Mr. and Mrs. Russell Hill recently installed a new sound system in the Chandlerville, 240-seater.

In Paris, Ill., The Twin Lakes Drive-In reopened for the season.

Fanchon and Marco, St. Louis Amusement Company officials again made available the use of the Missouri on Sunday morning to the Third Baptist congregation while the church at 620 North Grand Boulevard undergoes an \$800,000 face-lifting process.

Out-of-town exhibitors seen along Film Row included: Howard Bates, Cape Drive-In, Cape Girardeau, Mo.; Rani Padrucci, feature booker, and Johnny Giachetto, short subjects booker, Frisina Amusement Company, Springfield, Ill.; Charles Beninati, Carlyle, Ill.; Forrest Pirtle, Jerseyville, Ill.; Caesar Berutt, Rollam, Mo.; Harry Blount, Potosi, Mo.; Tom Baker, Bunker Hill, Ill.; Gus Boemler, Norside, Alton, Ill.; Joe Goldfarb, Uptown, Alton, Ill.; Tom Bloomer, Belleville, Ill.; Tom Edwards and Frank Plumlee, Farmington, Mo.; Charley Weeks, Dexter, Mo.; William Waring, Jr., Cobden, Ill.; Bill Williams, Union, Mo.; Buzz Magarian, East St. Louis, Ill.; Mrs. Regina Steinberg, Madison, Ill.; Eddie Rosecan, Hannibal, Mo.; Russell Armentrout, Louisiana, Mo., and Dean Davis, West Plains, Mo.

Construction on the drive-in at Houston, Mo., has been delayed by adverse weather. . . . Garland V. Kinnard is the new manager, Virginia. In the past two years, he owned and operated two theatres near Springfield, Mo. . . . A new sound system and new plastic screen were installed in the Clark, Barry, Ill.

Salt Lake City

The \$1,177,875 anti-trust action filed by the Arcade and James A. Christensen against the eight major distributors and Intermountain Theatres was dismissed "with prejudice" by U. S. District Court Judge W. W. Ritter.

San Antonio

Jerry Kusenburger, formerly projectionist at the Woodlawn, is now in the U. S. Air Force. . . . The Zaragoza raised admission prices for adults from 40 to 50 cents.

In town were Genaro Trevino, Alta Vista, Beeville, Tex.; Mrs. Marie Burk-

halter, Marine, Fort Worth, Tex.; Benito Silvas, Mexico, Carrizo Springs, Tex.; Maxlovio Silvas, Silvas, Asherton, Tex.; Joe Salazar and Eddie Reyna, Frels Theatre Circuit, Victoria, Tex.; G. H. Hall, La Vista, Sonora, Tex.; Raul Pena, RauCon Drive-In, Escobares, Tex.; Lew Bray, Rio Grande Valley manager, Interstate Theatre Circuit, Harlingen, Tex.; J. A. Palmer, Gale, Jourdanton, Tex., and Miguel Benitez, Nacional Teatro, Weslaco, Tex.

Police arrested a youth attempting to break into the Palace, owned by Southern Theatres Company. . . . Jewell Truex, manager, Azteca Film Exchange, returned from Dallas. . . . Thomas Garcia, assistant manager, Azteca Films, recently became the father of a boy, his third child.

Among the exhibitors in for bookings were: Benito Silvas, Meixco, Carizzo Springs, Tex.; Dave Parker, Saspanco, Tex.; Juan Monsivias, Mexico, Kenedy, Tex.; Augustin Ibarra, D'Hanis, Tex.; Frank Perez, Melvin, Tex., and Jose Carabaza, Laredo, Tex.

Vaudeville has made a comeback with the opening of a series of shows to be presented at the Alameda, operated by G. A. Lucchese.

A resolution adopted by the Beaumont, Tex., Ministerial Association disapproved the Saturday night midnight shows of any sort presented at any local theatre. . . . Harry E. Wirth, a sound engineer with the Long Theatre Circuit, is an amateur radio operator in his spare time. He has been named to the Military Amateur Radio System, a nationwide network of amateur radio stations used in time of any type of emergency when other type of communications are not in service.

R. Z. Glass, State and Stude, Houston, Tex., will hold a series of eight weekly contests for "Queen for a Day," the winner receiving a free trip to Hollywood. . . . A special baseball preview was held on the stage of the Jefferson, Beaumont, Tex., prior to the opening of the Texas League season. . . . William James Dunn, 90, who built the first theatre at Olney, Tex., was buried there following his death at Enstancia, N. M.

San Francisco

Herman Wobber, west coast division manager, 20th-Fox, announced the appointment of Alex Harrison, present San Francisco manager, to branch manager, Los Angeles office. Jack Erickson, a seasoned salesman with the firm for many years, will succeed Harrison as San Francisco manager. . . . Howard Schultz, district manager, Nasser Brothers Theatres, resigned to become associated with Irving Ackerman. . . . Minnie Levy is now with Astor. . . . Joe Flanagan, formerly booker-buyer at Ed Rowden Theatre Service, resigned to work for Nasser Brothers. . . . Solly Cohen, formerly of the Crest, Richmond, Cal., is at the News-Vue until Robert L. Lippert's Terrace Drive-In opens. He then takes over the management. . . . Managers with Fox West Coast Theatres assigned additional

temporary management deals are Jack Center, State, Lodi, Cal., who also takes over the management temporarily of the Ritz, Hanford, Cal., replacing Clarence Jensen; Arthur Kloth, manager, Parkside, taking over temporary management, United Nations, replacing Don Mitchell, resigned, and Lou Singer, manager, El Capitan, appointed manager temporarily, Noe, replacing Roy Young.

Ted Galanter, MGM publicist, will leave for Honolulu in connection with "Go For Broke." . . . Jack Allen, manager, Stage Door Art, believes in keeping his "arty" patrons happy. He has a very "plush" art gallery on the theatre's mezzanine floor. His wife, Teresa, a commercial artist, is a graduate of the California School of Fine Arts and a member of the faculty of the Academy of Advertising Art. . . . Monogram auditor William Z. Porter was here from Hollywood. . . . Local representatives to attend Monogram's regional meeting at Colorado Springs, Colo., are Mel Hulling, Jim Myers, Clint Meachan, Harold Butler, and Alan Reid.

Ray Kelso has taken over operation of the Liberty, Sacramento, Cal. . . . North Coast Theatres assistant bookkeeper Ray Moses resigned, replaced by Mrs. Irene Birdwell, new to the industry. . . . Sherrill C. Corwin, president, North Coast Theatres, was here conferring with district manager Graham Kislingbury. . . . Another newcomer to the industry is Sadie Worken, inspectress, MGM. . . . Olga Hillard, cashier Joe Cannon's assistant at Warner's, returned from a vacation. . . . Stage Door manager Jack Allen purchased a new home in swank St. Francis Woods. . . . Columbia invited 20 exhibitors to be their guests at the basketball game of the Harlem Globe Trotters. Mel Klein, popular Columbia executive, was host. . . . Mrs. Mildred Hanson, Columbia, has been away with flu. . . . Jim Cox, formerly booking for East Bay Fox West Coast Theatres, is now booking the San Francisco district, Chuck Doty, formerly booker for the Valley district takes over the East Bay booking, and Pete Vigna moved from San Francisco booker to Valley district booker. . . . Graham Kislingbury, North Coast Theatres district manager, and Anne Belfer, publicist, never miss an opportunity for extra publicity. Their latest achievement was in getting together with the special services department of The Chronicle for additional newspaper space on "Up Front" when it played the Orpheum. At the same time, they succeeded in getting The Chronicle's "preview of the week" on "The Brave Bulls." . . . With Mort Goodman in town from Hollywood for Republic's "Fighting Coast Guard" premiere, Fox, San Francisco, is sure to have a colorful Hollywood opening.

Ralph Amacher, former ELC branch manager, has been named sales manager, United Artists, joining forces with Ralph Clark, branch manager.

Seattle

Sterling Theatres promoted Leo Walsh, manager, Beacon, to manager, Grenada, to succeed Ted O'Brien. Succeeding

L. A. Is Again Under Lew's Eye

(LEW HERB, roving representative of EXHIBITOR, again reports on the Los Angeles scene.—Ed.)

Continuing our visits on Film Row, we dropped in at the offices of Fox West Coast, largest operator in the southern California territory. A unit of National



LEW HERB

Theatres, the FWC offices are also the headquarters of Charles P. Skouras, president, FWC and National Theatres, who maintains a penthouse apartment above the offices, which are housed in the Boulevard building, Washington and Vermont. We chatted first with George Bowser, FWC general manager, who turned us over to Thornton Sargent, NT public relations head, who, in turn, introduced us to the advertising-publicity staff headed by Seymour Peiser, which includes Dean Hyskell, Peter C. Latzis, and Perry E. Pasmazoglu, all capable men. Latzis was elected guide on a tour of the offices, which started with that of Skouras, where we also met Dick Dickson, southern California division manager, and John Lavery, aide to Skouras. H. C. Cox, treasurer, NT, whom we met next, also headquarters, here, assisted by Alan May.

Continuing we said "hello" to FWC comptroller A. H. Ahlskog and treasurer O. A. Collins, then visited the buying department, where we met Cullen Espy, chief film buyer, FWC, Ed Zabel and Bert Pirosh, head the film buying staff for NT.

In the FWC booking department we found Everett Sharp in charge of a crew, which includes Harold Brislin, Al Bruno, Dan Polier, Frank Prince, Ray Evans, Bob Smith, and James Jannopoulos.

Walsh at the Beacon is Everett Johnson, assistant, Garden. George Birnett, assistant, Capitol, has been made assistant, Garden. Joe Shikora, Garden, becomes assistant, Capitol. Bruce Wendorff, night manager, Roosevelt, becomes assistant, Colonial, succeeded by Ralph Hoidakk, Roosevelt. Kenneth Duff has been made night manager, Florence.

Dave Dunkle office manager-booker, Paramount, Portland, has been transferred here to succeed Larry Pulis as Eastern Washington salesman. Pulis has been granted a year's leave of absence.

Maurice Saffle, head, Saffle Theatre Service, sacrificed the end of the first finger of his right hand to his hobby of woodworking. . . . El Keyes has taken up his new position as Washington booker, Evergreen Theatres. He has been booker for Midstate Amusement Company for several years at Walla Walla, Wash. . . . J. W. Walsh, supervisor of branch operations, Paramount, left for New York. . . . Hamrick Theatres added

Other department heads we met included Irving Epstein, insurance; Pete Lundgren, auditing; Joe Tuohy, labor relations; W. H. "Bud" Lollier, real estate; Kyllis Hemington, contact with women's groups, PTA, etc.

In the engineering and construction department we found Harry Johnson, J. Walter Banton, and Carl G. Moeller working on plans for the future, which definitely points to the wide-spread use of TV in theatres, and with that in mind, they had built a large, relief map of the California coastal area to better visualize possibilities and the ramifications involved.

In the purchasing department, we said "hello" to Carl Cutsinger, W. H. Foy, and Bill Trothen, as well as film buyers Paul Scherer. We also had the opportunity of meeting several district managers, including John Klee, Spyros Cardos, Stan Brown, W. C. Ricord, Jr., David Ross, Sterling Way, and Fred Glass.

Although divorcement has eliminated the United Artists, Four Star, Egyptian, and Loew's State from the FWC first-run picture, it still operates the Los Angeles, Grauman's Chinese, Fox Wilshire, Uptown, and Loyola as a unit, using it as an outlet for most of the 20th-Century-Fox product, while the Ritz, Vogue, Culver, and studio City serve as another unit playing day and date using U-I product, plus some of the output by other companies.

The United Artists' Downtown, under a booking arrangement, also plays day-and-date with the above while the Globe, El Rey, Belmont, and Guild have no definite policy as to product but serve as another unit. The Fine Arts and Carthay Circle play extended run art and foreign films, and, at times, join one of the other units on a run.

All FWC first-run situations in Los Angeles are under the direction of Fowler and Cardos while the 21 and 28-days houses are headed by Rickard and Ross.

Leaving here, we dropped in on Lester Blumberg, film buyer, Principal Theatres, which also operates quite a few houses.

two offices to its suite on the fourth floor of the Orpheum building.

Beulah Higgins, MGM office staff, overcome by escaping gas in her apartment and unconscious for more than a week, recovered sufficiently to be removed from the Harbor View Hospital to Providence Hospital. . . . John Hamrick, president, Hamrick Theatres, and Mrs. Hamrick returned from their winter home in Palm Springs, Cal. . . . John Owsley, former Northwest theatre operator and now a partner of his brother in the Oregon orchard business, was on The Row.

Among state Northwest exhibitors on The Row were: Lowell Steiss, who recently purchased the Liberty, Dayton, Wash., from Midstate; Charles Grieme and Pat Tappan, Wenatchee, Wash., and Willard Gamble, Centralia, Wash. . . . Margie Balint succeeded Sheila Basch as receptionist, B. F. Shearer Company.

Eve Rubenfeld, 20th-Fox, and Betty Hickman were home with flu attacks.

NEWS OF THE

Territory

BRANCHES
Cincinnati

Business trips were made by Milton Gurian, Lippert branch manager, to Louisville, Ky., and Lexington, Ky.; Stanley Kamin, Lippert salesman, to Cleveland; Philip Fox, Columbia branch manager, to Pittsburgh; Manual Nagel, Don Duff, Frank Decker, G. B. West, and Carl Weinberg, to a Monogram sales meeting in New York City; J. B. Rosen, 20th-Fox branch manager, to a manager's meeting in Chicago, and William Blum, U-I branch manager; Vance Schwartz, Variety Club Chief Barker, and Philip Fox, Columbia branch manager to Pittsburgh for the testimonial dinner for Pete Dana.

Jesse L. Lasky, MGM associate producer, was here to bally "The Great Caruso," Albee. He was guest at a luncheon for the press, radio, TV, and local exhibitors.

Despite cold and rainy weather, virtually all drive-ins are now open. Among recent openers were the Town, Danville, Ky.; Cain, Paintsville, Ky.; Tinnon, Gallatin, Tenn.; Logan, Russelsville, Ky., and Bowles, Springfield, Tenn., all equipped by Midwest Theatre Supply.

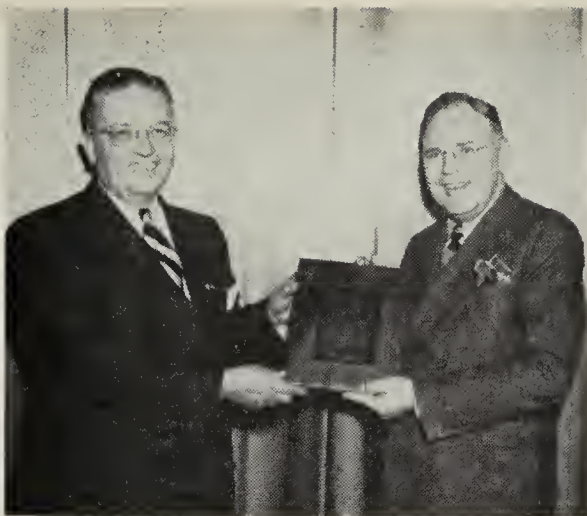
The Variety Club had a full house for its all-night dance and show to boost its Foundling Fund. Numerous top acts contributed their talents and a sumptuous breakfast was served at 3 a.m.

The MGM Club presented a leather wallet and key case to E. M. Booth, branch manager, in recognition of his 25 years' service. MGM service pins were given to Edna Ossege, secretary to Booth; Virginia Kenny, secretary to the head booker; Kay Mersch, contract department, and Goldie Miller, inspectress. The party concluded with ice cream and cake.

Realart acquired territorial rights for eight western musicals. . . . Cooperative is buying and booking for the new Town Drive-In, operated by Joe Marshall, Dansville, Ky. . . . Jean Rich, 20th-Fox bookers' clerk, was vacationing in Phoenix, Ariz. . . . Virginia Butz, MGM office staff, resigned in favor of household work.

On the sick list were: Lee L. Goldberg, president, Realart, Cincinnati; Marie Donelson, Screen Classics office manager; Lois Baubach, Lippert biller, and Stanley Hecker, RKO shipper, seriously ill in the Veterans Hospital, Dayton, O. . . . Ann Gray, 20th-Fox inspectress, is back after complications following dental surgery.

The Columbia office was well represented at the wedding of Sue Lovell, contract department, to William Wessels



E. J. "Bob" Pennell, left, owner, New Bronson, Bronson, Mich., is shown receiving the EXHIBITOR award recognizing his theatre as one of the best built in 1949. The presentation was made recently from the stage of the theatre by C. W. Snyder, right, manager and secretary, Allied Theatres of Michigan.

in St. Lawrence Church. . . . Mary Ann Grace, secretary, Cooperative, announced her engagement to Patrick J. Petty. . . . James Frew, Atlanta, U-I district manager, and Arthur Greenblatt, Lippert general sales manager, were in.

Visitors included: Charles Scott, Vevey, Ind.; James Denton, Owensville, Ky.; Foster Lane, Williamsburg, Ky.; Joe Marshall, Dansville, Ky.; Jerry Jackson, Williamsburg, W. Va.; Harry McHaffie, Marmet, W. Va.; Al and Bill Thalheimer, Logan, W. Va.; Dorman Law, Roseville, O.; Charles Williams, Oxford, O.; Bob Harrell, Cleves, O.; Charles Creago, Chillicothe, O.; Jack Needham, Columbus, O.; A. R. Holland, Jeffersonville, O.; R. A. Emrick, Germantown, O.; Bill Hitchcock, Winchester, O.; John Gregory, Dayton, O.; George Turkakas, Hamilton, O.; Harry Wheeler, Gallipolis, O., and Tony Stern, Cleveland.

Cleveland

A test "Bingo" case failed to upset the "Bingo" ban ordered by Mayor Thomas A. Burke after the Ohio Supreme Court ruled that licensed "Bingo" in Cuyahoga County is illegal. Albert D. Langman kept his "Bingo" parlor at 7921 Superior Avenue open in defiance of the closing order, and was duly ar-



Matt Cretic, whose adventures as an FBI undercover man are being brought to the screen by Warners in "I Was a Communist for the FBI," and M. A. Silver, right, zone manager, Warner Theatres in the Pittsburgh area, admire the advance lobby display announcing the recent premiere at the Stanley, Pittsburgh.

rested. A jury of 11 women and one man in Municipal Judge David C. Meck's court returned a verdict of guilty of "keeping rooms for gambling."

A bill has been introduced into the House by Representative Arthur H. Millson, Harrison County, seeking to make Eastern Standard Time official.

April 15 was the 20th wedding anniversary for Edwin R. Bergman, U-I city salesman, and his wife, the former Ethel Epstein. Their friends staged a party.

Ted Davidson, manager, Sigma, Lima, O., won a \$250 bond in the national Warner showmanship three-month drive for his manner of increasing kiddie matinee attendance. Irwin Solomon, manager, Ohio, Canton, O., also came in for a \$250 bond for the best campaign for "The Milkman."

Herbert Ochs, head, Ochs Drive-In Theatre management, says that by the middle of April all of his Canadian drive-ins will be in full operation.

Henry Hellrigel has just completed work on the Southern, Akron, O. N. Spayne is the owner.

Negotiations for the sale of the Variety Club house are pending, Abe Kramer, Chief Barker, states. The clubhouse was purchased some five years ago.

The second child of the Jack Cohens, East Palestine, O., is a girl, named Jonelle. . . . Joe Robins, Warren, O., owner, is back from Florida. . . . Max Shenker, Berio Vending Company, returned from Florida. . . . Frank Slavik, who recently purchased the Palace, Tiltonsville, O., has now leased the Mumac, Middlefield, O. . . . Sam Holz is celebrating his 21st year as proprietor of the Film Building barber shop.

Film Row was agog over the announcement of UA's purchase of Eagle Lion Classics. ELC branch manager Robert Richardson, salesmen Justin Spiegle and Mannie Youngerman, booker Anne Walker, and the secretarial staff are affected.

Detroit

The Annual convention of Allied Theatres of Michigan will be held on Sept. 24-25 in this city.

James Velde, formerly branch manager for Eagle Lion Classics, has been appointed western district manager for United Artists. He takes over the west coast sales territory under the supervision of Milton E. Cohen newly named western-southern sales manager.

A settlement was reached in the suit filed by Ben Crandall, Samuel T. Shevin, et al, against the Saul Korman Circuit. Reportedly involved in the settlement are a cash payment and additional payments, said to be under \$10,000, on behalf of the defendant, and release for the Kramer from the five-year restrictive clause on availability of pictures.



Dorothy Hart, in Warners' "I Was A Communist For The FBI," was recently interviewed by 50 members of The Cleveland News Hi-News correspondents corps, representing high school papers published in the Cleveland territory.

Indianapolis

20th-Fox branch manager T. O. McCleaster attended a sales meeting in Chicago. . . . The Star, Fremont, Ind., was taken over by Harold B. Hile. . . . H. C. Dressendorfer succeeds Fred Sorrells as manager, Vogue. Sorrells leaves for the air force. . . . Herman Morgan joined the sales group at Republic.

Drive-Ins in Marion County report business far ahead of last year. . . . The DeLuxe Drive-In, La Porte, Ind., is installing new playground equipment. An elaborate playground has been provided for the amusement devices. Mid-West Theatre Supply installed the equipment.

Manager W. K. Embleton, Monogram, Norman Liz, salesman, and Don Mac Leod, office manager, will attend the Monogram convention in Colorado Springs, Col. . . . The Clyde, operated by the Quimby Theatres, had its opening. . . . The C-Ville Open-Air, Crawfordsville, Ind., installed a Hollywood Servemaster popcorn warmer.

Peter Mallers, Mallers Circuit, Fort Wayne, Ind., was in New York. . . . Alex Kalafat, Kalafat Circuit, Fort Wayne, Ind., returned from an extended vacation with his wife, and is preparing to open his Garrett Drive-In.

Joe Mallers announced the opening of his Bluffton Drive-In, Bluffton, Ind. . . . Gil Spertell, treasurer's representative, Warner's, was in. . . . L. D. Moore, District manager, Warner's, Pittsburgh, was in conferring with manager Claude McKean. . . . Joyce Montgomery joined the office staff at Warner's as stenographer.

Charles E. Lawrence is the new manager, Mount Vernon Drive-In, Mount Vernon, Ind. . . . The Starlite Drive-In, Cannelton, Ind., installed 300 in-car speakers, and will install 92 more in the near future. . . . The Center Brook Drive-In, Brooklyn, Ind., opened. . . . The 66 Drive-In, La Grange, Ind., opened. Ken Prickett is the new manager, and is also district manager for the Mid-West Drive-In Corporation.

Exhibitors buying and booking were: William T. Studebaker, Logan, Logans-



On the coast Columbia producer Sam Katzman recently showed Tamba II where to affix his signature to a seven-year contract with options. The new simian actor will replace Tamba, alias Bonzo, in the "Jungle Jim" action series.

port, Ind.; William Handley, Rembusch Circuit, Franklin, Ind.; Earl Payne, Switow Circuit, Louisville, Ky.; Mrs. Hilda Long, Hippodrome, Sheridan, Ind.; F. C. Kohlhardt, Fairy, Napanee, Ind.; Floyd Morrow, Drive-In Theatres, Louisville, Ky., and Harry Van Noy, Van Noy, Middletown Ind.

Theatre giveaway programs were ruled illegal in Kokomo, Ind., in a weekend anti-gambling drive. Chief Paul Keller announced the crackdown on all games of chance played in theatres. Management of five theatres immediately announced compliance with the chief's request. Sam Neall, manager Theatre Syndicate, announced cancellation of a scheduled game of "Whoopee," at the Indiana. Chief Keller said the ban on giveaway games was in response to numerous complaints about them plus an official opinion from Howard County prosecutor W. Dan Bretz that they are illegal.

Pittsburgh

Walter L. Titus, Jr., Republic manager, was in.

Pittsburgh's fifth world premiere was held at the Stanley when "I Was A Communist For the FBI" was shown with typical Hollywood premiere fanfare. Tommy Bartlett, nationally known radio personality, flew in from Chicago with his "Welcome Travelers" network program and acted as master of ceremonies



Dillon Krepps, manager, United Artists, Detroit, is seen meeting Thelma Ritter, star of Paramount's "The Mating Season," as she recently visited the city.



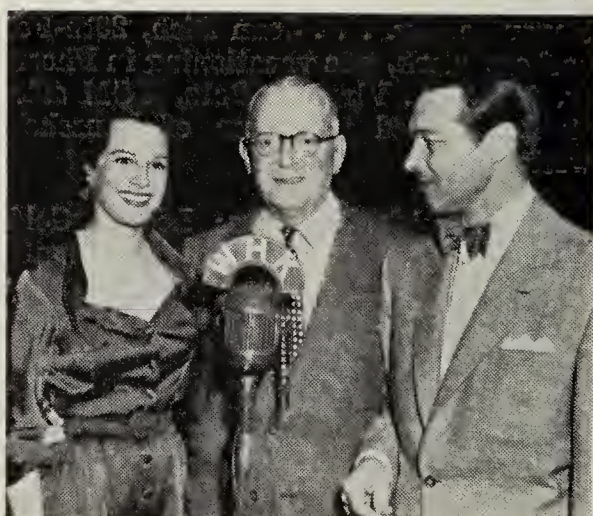
Frank Alluvott, Detroit, is seen recently placing a copy of "Valentino Tango" platter in a juke box, one of 3,000 in the Auto City similarly stickered with playdates of Columbia's "Valentino," United Artists, as part of a successful campaign.

for the stage affair. He also did his morning broadcast from the theatres before the regular screen show started. The special stage show, being carried by NBC, included a special citation to Cvetic by the Veterans of Foreign Wars for his service as an undercover agent. The three Warner brothers received a similar citation for efforts in alerting the public to the dangers of Communism. Dorothy Hart, who plays the leading feminine role, appeared in person. Cvetic made a tour of many Pennsylvania, Ohio, and West Virginia towns.

Metro is producing a baseball film entitled "The Angel and the Pirates," with the Pittsburgh Pirates used. Paul Douglas and Janet Leigh, leading players, are in town for location shots along with the production crew. Douglas brought his wife, Jan Sterling, along. The thespians were guests of Branch Rickey at the exclusive Duquesne Club for a party day before the opening game. MGM named John Rothwell as unit publicity man for the production unit.

The TV cameraman took scenes of Jesse Lasky and MGM executives plus some local showmen when Lasky was here on behalf of "The Great Caruso." The scenes were shown on the "Pitt Parade" program.

Mori Krushen, United Artists exploitation department, and Jules Fields were in setting up the campaign for "Queen For A Day," Fulton.



Anthony Dexter and Patricia Medina, recently in Cleveland for appearances at the Allen in connection with Columbia's "Valentino," were interviewed over WHK.



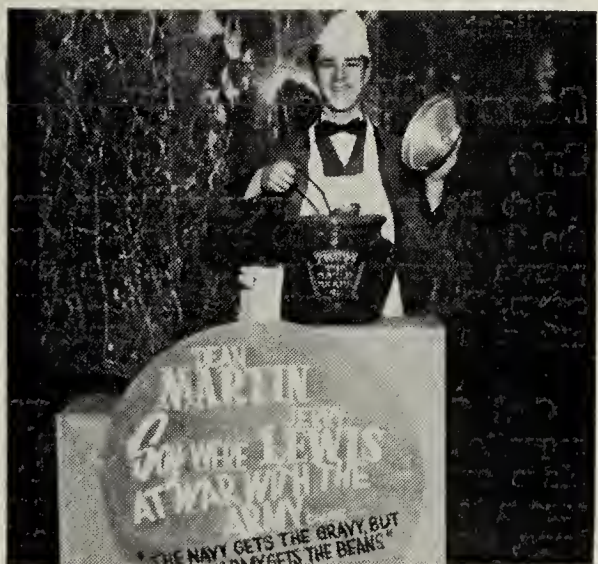
The first lap of the personal appearance tour of Matt Cyetic for Warners' "I Was A Communist For The FBI" was in Johnstown, Pa., recently, where he is seen with J. K. Freeman, city manager, and "Dinty" Moore, Warner Theatres district manager, examining one of many display boards for the film at the State.

Fred Solomon, operating the American Poster Service, has disbanded the company. The firm was organized 25 years ago by Charles Kiefer and the late Sam Shaw. Solomon has not announced his future plans. . . . The newspaper members of the Variety Club were hosts at the Friday Night "Open House."

Bill Boyd, better known as "Hopalong Cassidy," was in as a promotion stunt for The Sun Telegraph, which runs his comic strip and story each day.

Mark Goldman, former popular branch manager, and now in Cleveland, was in renewing acquaintances. . . . Joe Hiller put on a night club show when he hosted the regular "Family Night" party at the Variety Club. He had a singer, magician, and ventriloquist entertain after the regular "Bingo" and door prizes were awarded.

Jack Goldberg, United Theatre Advertisers' head, is busy arranging for tire giveaways with several drive-ins. . . . National Screen Service has two new bookers. Dorothy Wolf has replaced Sorilee Bigman, whose family moved from town. Lee Hopkins, former switchboard girl, was promoted to replace Mary Vitulla, who needs more time as a housewife. . . . Dave Fineman, Rankin,



At the Warner, Milwaukee, assistant manager Bob Groenert offered beans "on the house" to patrons as one of the stunts used for Warner's recent run of Paramount's "At War With The Army."

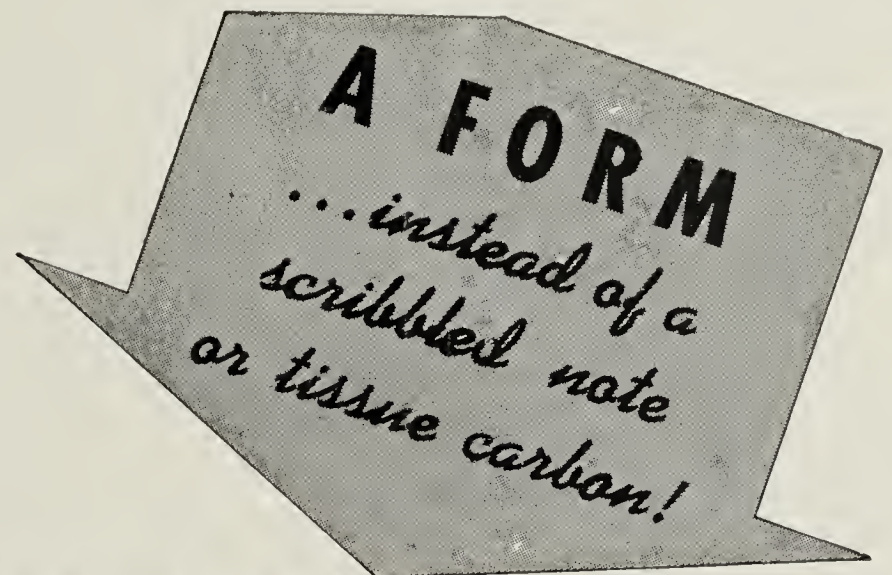
Rankin, Pa., is selling health and accident insurance for the Paul Revere Life Insurance Company. . . . Bob Higgins, Rialto, Beaver Falls, Pa., reports a new record for checkers in his area. He played "Samson and Delilah" for a week, and had seven different checkers during the engagement. . . . The Hymie Wheelers, he's the Screen Guild salesman, celebrated their 21st wedding anniversary recently.

The Maple Drive-In added a special thrill action feature every Friday night as an extra attraction following the second show. Patrons coming before the regular feature begins will be able to see both features for one admission. The

drive-in also plans to present the local contest to pick a girl to compete in Harrisburg, Pa., for the "Miss America" contest. The winner in Harrisburg will be Miss Pennsylvania at the Atlantic City affair. The final eliminations at the Maple are planned for July 3-4.

Jesse L. Lasky was in on behalf the MGM's "The Great Caruso." He attended the trade showing at MGM exchange, and met many of the leading exhibitors. He also discussed the film with newsmen and radio commentators.

Joe Feldman, Warner Theatres executive, spent a weekend in New York to visit a college chum, Jimmy Saphier, an



Weekly PROGRAM & RUNNING TIME Schedules

(SPECIFY ITEM NO. B.S. 6)

● These forms are prepared for convenience in disseminating accurate information to the key members of a theatre staff so that they may answer intelligently the patron questions most frequently asked; or so that they can cue and time their show.

● Daily turnover running time can be easily computed from the running times of the individual subjects that make up the bill.

● One copy each week: (1) on your desk, (2) to your cashier, (3) to your doorman, (4) to your projectionist, and (5) to your head usher or floor supervisor will be sufficient to keep uniform information throughout the theatre.

PROGRAM AND RUNNING TIME				
Form No. 1-10-12				
Week of _____				
Form No. 1-10-12				
DAY	FEATURES and SHORTS	STARS	Running Time	DAILY TURNOVER (Hours and Minutes)
SUNDAY				
MONDAY				
TUESDAY				
WEDNESDAY				
THURSDAY				
FRIDAY				
SATURDAY				
SPECIAL INSTRUCTIONS			IMPORTANT COMING PICTURES	DATE

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agent who handles Bob Hope, among others. . . . Dave Crantz, publicity director, Playhouse, made a hit as a guest of the TV show "Show Biz Quiz."

With United Artists taking over ELC practically everyone in ELC received notice. Although it was originally announced that Art Levy, ELC branch manager, would move over to United Artists as branch manager, plans were changed. Present United Artists branch manager Mannie Trautenberg, slated to return to his old job with UA in Cincinnati, remains in his present capacity. Levy will be sales manager in the new UA set-up. Irving Frankle, Milton Broudy, and Jimmy Ritter, ELC salesmen, are at liberty. Originally, Ritter was to have moved over to UA also.

Kentucky Louisville

Jim Howe, owner-manager, Richland, Carrollton, Ky., returned from an extensive cruise to Bermuda, Jamaica, and Haiti. . . . Charlie Wells, Falls City Theatre Equipment Company, journeyed to Newport, Ky., recently to appear in the state wide bowling tournament held there. . . . Mr. and Mrs. Gene Lutes, Frankfort, Ky., were in with their daughter. He is district manager, Chakeres Theatres, Inc.

The Downs, a subsequent run neighborhood, controlled by Leo Ciacio, joined with other theatres in running special children's programs on Saturday matinees. . . . According to the owners of the Family Drive-In, now under construction in Charlestown, Ind., the theatre will hold a formal opening on or about May 3. . . . Mrs. Harry Walsh, Scott, Scottsburg, Ind., is recuperating from an operation

William Metzger has been given the managership of the Strand. Metzger replaces Nelson Miller, in the armed forces. Taking Metzger's place at the Rex, is Buford Walker.

Out-of-town exhibitors seen included: Luther Knifley, Art, Knifley, Ky.; Lewis Baker, Star, West Point, Ky.; J. B. Minnix, Southland, London, Ky.; Louis Chowning, Sky-Line Drive-In, Madison, Ind.; L. M. Denton, Shepherd, Shepherdsville, Ky.; Bob Enoch, State and Grand, Elizabethtown, Ky.; Ava Moore, Orpheum, Mitchell, Ind., and Roy E. Hahn, Gypsy Drive-In, Bardstown, Ky.

W. A. Haynes, who formerly operated a roadshow circuit in Kentucky, converted a store building in Campbellsburg, Ind., to a regular theatre, which he equipped with 16 mm. projection equipment.

Alexander H. Robertson, coowner, Majestic, Springfield, Ky., was in prior to his departure for the Warm Springs Foundation, Warm Springs, Ia. . . . Charlie Wells, Falls City Theatre Equipment, completed a tour of jury duty.

A fire which started in the Southland, London, Ky., destroyed five buildings, and resulted in \$100,000 in damages.

Some 60 patrons filed out of the theatre without panic or injury. . . . The Town, Danville, Ky., had its grand opening.

Two "holdups" of theatre managers were described by police as faked. Involved were James Carnes, manager, Shawnee, and Ernest Baker, manager, Rodeo. The amounts involved were \$290 at the Shawnee and \$900 at the Rodeo.

Michigan Bronson

Presentation of one of EXHIBITOR's awards for outstanding theatres built during 1949 to E. J. Pennell, owner, New Bronson, resulted in prominent coverage by several Michigan newspapers when the plaque was presented on the stage by C. W. Snyder, manager and secretary, Allied Theatres of Michigan.

Grand Rapids

A total of \$28,000 was netted by the annual "Youth Day" fund campaign sponsored annually by the Grand Rapids Variety Club and The Press. Chairman of the drive, which brought \$5,000 more than last year, was Clive Waxman, owner-general manager, Independent Exhibitors Theatre Service.

Ohio Columbus

The city's 30 "Bingo" parlors were darkened by order of Safety Director Donald Cook.

Piper Laurie and Tony Curtis, young U-I stars, will be in to meet Donna Morrison, 15-year-old Upper Arlington high school sophomore, who won fourth place in a contest conducted by Modern Screen magazine.

Jesse L. Lasky was guest at a press dinner during his brief stopover in advance of "The Great Caruso." He was accompanied by J. Everett Watson, Metro, Cincinnati. Guests included Walter Kessler, manager, Loew's Ohio; Mrs. Kessler, Carl Summers, Norman Nadel, The Columbus Citizen; John Bohannon, editor, The Columbus Star; Fern Sharp, radio, television, and newspaper columnist, and Fred Oestreicher, Loew's publicist.

Pennsylvania Erie

Bob Bowman, Warner manager, won the first prize, \$1000 cash, in the company's recent contest for house managers. District manager Jimmy Totman also won a prize in the same contest.

Carl Guerrin, Skyline Drive-In, was requested by the government to furnish plans and photographs of his all steel screen tower for the trade fair in Hamburg, Germany. The Commerce Department believes the screen and tower are the finest, most modern, and complete of any drive-ins in the country. It was constructed three years ago when a wooden tower was blown down.

NEWS OF THE

*Territory***Boston
Crosstown**

The second meeting of the Drive-In Theatre Association was held at the office of Independent Exhibitors with the following members present: Michael Redstone, Julian Rifkin, Dick Rubin, Ray Canavan, Larry Wallace, James Mahoney, Chris Lynch, Paul McBeath, Melvin Safner, Joe Stanzler, and Edward Lider. The meeting, called by business manager Ray Feeley, was devoted to institutional advertising and concentrated plugging over radio and TV.

Congratulations to Mr. and Mrs. Bernard J. Lynch, he's vice-president, Local 182, and chief projectionist, Adams, Dorchester, Mass., on recent birth of son.

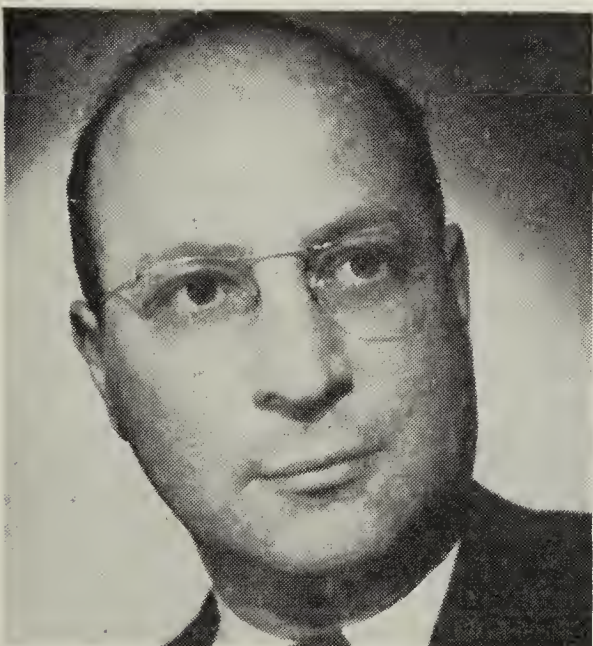
Morris Goldman, projectionist, State, trekked out to Kansas City, Kans., to visit his son, Joseph, a lieutenant in the navy.

Herman Rifkin flew to Milwaukee to attend the funeral of his old friend and Monogram business associate, Charles Trampe.

Delmont Merrill, business agent, IATSE, Waltham, Mass., local, has been appointed chief custodian of the new Wellesley Junior High School.

Meyer Rosen, relief projectionist, Bay-side, Hull, Mass., during the summer, took his third degree at East Boston Lodge, Masons.

MacCauley Post, American Legion, has been sending out feelers for a contemplated outing to be held late in June or early in July. Anyone interested in such a shindig should contact Pat Healey, chairman and a member of the Department of Public Safety, Lynn, Mass.



Elihu Glass, owner, Majestic, West Springfield, Mass., is executive director, The Playgoers, a little theatre group which was formed recently in Springfield.



Billy DeWolfe, masquerading as a doorman, lends a helping hand to an unidentified patron outside the Paramount, Boston, where Warners' "Lullaby of Broadway," in which he appears, was recently playing. Most of the patrons appeared as surprised as did this lady.

At the April meeting of Independent Exhibitors, President Norman Glassman urged members to return the questionnaires concerning COMPO and to get behind the cerebral palsy fund drive. Members also voted to send a congratulatory note to Abraham F. Myers for his advocacy of a new type incentive policy for distribution, to supplant the antiquated system now used. Members attending were: Ella Mills, James Nadeau, Fred and Edwin Fedeli, Melvin Safner, Walter Mitchell, Charles Tobey, Ernest Warren, Joseph Hochberg, Marie Bruno, Francis Perry, Leonard Goldberg, Ted Rosenblatt, Jack Anthony, Lloyd Clark, Joseph Carrolo, Katherine Avery, Ken Forkel, Irving Isaacs, Les Bendsley, Albert Roy, James Guarino, Meyer Stanzler, and Mr. and Mrs. Thomas Walker.

Joe Levine is installing a new "walk-in" section for automobileless patrons of his Round Hill Drive-In, Springfield, Mass. The new section will have 300 seats surrounded by hedges with a landscaped foot lane leading from the special "walk-in" cashier's booth. Reason for the innovation is the ozoner's location near



A private screening of Warners' "Lullaby of Broadway" was held recently for disc jockeys tied in with Columbia record distributors, by the Paramount, Boston. Seen, standing, are Bob Perry, WLAW; Marty Bookspan, WBMS; kneeling, R. Dorey, WHDH, and N. Prescott, WORL.

center of shopping district, which is expected to lure pedestrian shoppers.

Prior to opening of "Valentino," State and Orpheum, Dick Stevens, Columbia ballyhooist, sent a "woman in black" scouring the city in search of a modern lover comparable to the late great lover.

Deletions announced by the Bureau of Sunday Censorship included the following: "L'Affaire," (French), parts 1 to 10. (Deletions: Eliminate scene showing Catherine in bed to where Andre is seen sitting in chair and Catherine's leaving, in part 6. English caption . . . "Who's getting seduced?" in part 7). IFA; "The Marriage of Figaro" (German), parts 1 to 11. (Deletions: English caption and accompanying German dialogue, "Basilio suggests every day that I should give in to the Count," in part 1. English caption and accompanying German dialogue, "If you grant my requests today, you can ask for anything," in part 3. Eliminate scene showing the Count's hands on Susanna's breasts during song, in part 3. English caption "—for the first night," in part 3. English captions "—to pleas-

CINEMA CLUB***14th Annual Dinner Party***

at

Latin Quarter, May 6th***Steak Dinner******Regular Floor Show Headlined by Danny Thomas*****Make Reservations Through****ABE BARRY, COLUMBIA EXCHANGE***This space contributed by EXHIBITOR*

Everyone Enjoyed That Harvard Forum

BOSTON—The appearance of Spyros Skouras, Bosley Crowther, Faye Emerson, and Al Capp at the Harvard Law School Forum drew a near capacity crowd of enthusiasts into the spacious auditorium of Cambridge High School. Originally scheduled as a four-panel discussion on "Are Movies Better Than Ever?", it developed into a debate, with Skouras and Crowther battling it out with Emerson and Capp. Thanks to the excellent mediating of Elinor Hughes, The Herald critic, there was no bloodshed, and everyone agreed it was a lot of fun.

Miss Emerson was of opinion that TV should be thankful that producers have had little to do with the new medium, therefore its progress has been rapid. She also opined that while TV is now a novelty, within five years only the most colossal of films will attract patrons into a theatre. Capp was a little more vehement in his denunciations, claiming the industry advertising has gotten so out of hand that it is impossible to believe. Venturing the remark that even an A film can't compete with the poorest TV show, he introduced figures to prove that 13 million more people stayed away from movies last year than the year previous. He did have a good word to say about the popcorn, however.

Skouras, in turn, claimed films are stimulating, realistic, authentic, courageous, more mature, and cover a much wider range of subjects than ever before, and added that Hollywood has been making terrific strides, which the public seldom realizes. He predicted that in the near future all suburban houses will install large TV screens to carry important events, such as Presidential speeches, concerts, etc. He also believes that eventually Hollywood will produce films for use exclusively in TV-equipped situations.

In fact, he was so convincing that Capp broke down, and admitted that movies are better than ever.

Crowther drew the biggest laugh of the evening with the statement, "the magnificent proportions of actresses of today are better, never before have there been such big busts in the movies."

In a more serious vein, he pleaded that the whole industry was not to be condemned just because a few producers have failed to keep pace with progress. In this connection he cited nearly 40 films that have been released since 1949 which he considered tops.

ure."; "But the best is yet to come." "The darker the better, I don't intend to read.", in part 10). Central Cinema.

Graphic Circuit bought the Merrimac Drive-In, located on the Nashua, N. H. line. Purchased from Joseph Bronstein, this is the circuit's third ozoner with the Bangor, Me., plant set to open on May 4 and the Rockland, Me., situation on June 1. Bangor admission price will be raised five cents to 55 cents this season with Rockland fare pegged at 60 cents. At the conclusion of remodeling, new



Planning promotion of the recent run of U-I's "Up Front" at the Loew-Poli, Hartford, Conn., are assistant manager Norm Levinson, left, and U-I's John McGrail.

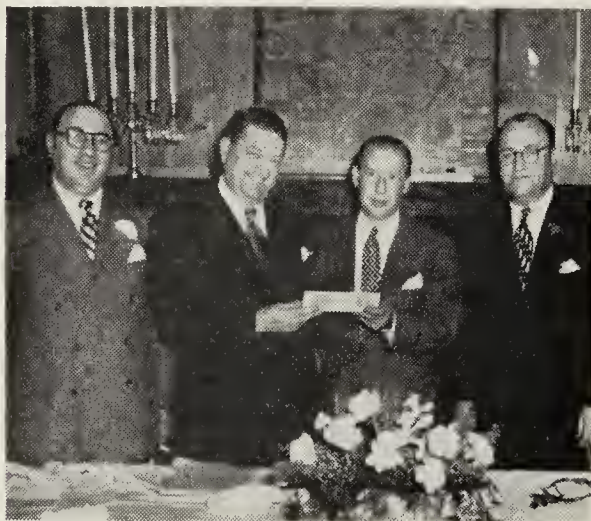
boxoffice, new RCA booth equipment, new kiddieland, and enlarging of the concession building, the ozoner will be renamed the Nashua, with an April 29 opening planned. Rodney Croft has been named manager.

Independent Exhibitors has been huddling in effort to counteract the growing loss of kid trade to TV.

The Orpheum, New Bedford, Mass., scheduled a midnight show. . . The Princess, Wakefield, Mass., operated by David Hodgdon, is now on a weekend schedule.

New RCA screens have been installed at the Strand, Springfield, Mass.; Falls, Chicopee Falls, Mass.; Orpheum, Woodsville, N. H.; Coniston, Newport, N. H., and Pastime, Brunswick, Me.

Three state theatre owners filed a bill in equity in the Suffolk Superior Court naming the Commissioner of Public Safety as respondent complaining that certain rules and regulations issued by his office are arbitrary, oppressive, and illegally made a condition of licenses to theatres. The complaints are the Community Playhouse, Wellesley; Flint Theatre Company, Inc., Fall River, and Telepix, Inc., Boston. Ray Feeley, executive secretary, Independent Exhibitors, stated that the action was a friendly one brought to clarify legal questions which had arisen with regard to some of these regulations in the belief that if



Retiring Chief Barker Ray Wylie, second from left, recently received a gift from Lou Brown during installation ceremonies of the Variety Club of Connecticut, Tent 31, at the Racebrook Country Club, New Haven. Also seen are, left, Barney Pitkin, first Chief Barker of the tent; and, right, Herman M. Levy, Chief Barker.

New England Bowling

BOSTON—New England Theatres held a three-game edge over Independent Theatres for first place in the 13th week of the New England Theatrical Bowling League while MGM, American Theatres, Harry's Snack Bar, RKO, Macaulay Post, and Affiliated Theatres, in that order, battled to keep in the running as the series approached its end.

Standings to date show:

Team	Won	Lost
NE	35	17
Inde	32	20
MGM	28	24
Amer	27	25
HSB	24	28
RKO	23	29
Leg	23	29
Aff	19	33

INDIVIDUAL AVERAGES

Plunkett, NE ...95.5	Spangler, Leg ...85.9
Freeman, HSB ...93.7	Vieira, Leg ...85.2
Burlone, NE ...91.7	O'Hara, RKO ...85.1
Serra, Inde ...91.6	McGerigle, RKO ...84.6
Morton, HSB ...91.5	Hochberg, Aff ...84.3
Romanoff, NE ...91.1	Rahilly, HSB ...84.1
Fahbusch, NE ...91.0	Rowe, Aff ...83.9
Hill, Inde ...90.8	Alfano, Amer ...83.5
Levin, Inde ...90.7	Feinstein, Amer ...83.5
Rathgeb, MGM ...88.4	Cavicchi, Leg ...83.4
School, MGM ...87.7	McGowan, MGM ...82.8
Owens, Inde ...87.7	Anderson, HSB ...82.6
Farrington, Aff ...87.6	McCarthy, Amer ...81.9
Smith, RKO ...87.6	Castro, HSB ...81.3
Field, Aff ...87.4	LaCross, RKO ...80.7
Arsenault, NE ...86.8	Dooley, Leg ...79.0
DeBrueil, Amer ...86.8	MacIntyre, Amer ...78.3
Goldman, Aff ...86.7	Feinberg, MGM ...75.8
Young, Inde ...86.4	Oberman, MGM ...72.5

HIGH SCORES

Single string: Bradley, MGM, 111; O'Hara, RKO, 108; Farrington, Aff., 105-101; Smith, RKO, 117; Romanoff, NE, 116. Three strings: Bradley, MGM, 299; Romanoff, NE, 116.

they ever had any validity that they were now obsolete because of developments in the past 25 years. He pointed out that this progress and especially the constantly increasing use of safety film warrant a review of burdensome provisions on an industry which brought low-priced entertainment to the great mass of people, and said that a nation-wide survey disclosed that theatres had a safety record equal to any industry in the country. It was emphasized that the action is in no way to be interpreted as hostile to the Commissioner or his staff, and in no way asks for relaxation of regulations as far as the safety of the public is concerned.

Film District

James R. Grainger, Republic executive vice-president in charge of sales and distribution, was in.

Services for Mrs. Jacob Moger, 68, mother of Art Moger, Warners' field man, were held at the Schlossberg Funeral Parlor, Dorchester, Mass. Mrs. Moger, who died of a heart attack, is survived by two sons, Art and Nat.

Ed Callahan, 20th-Fox manager, celebrated his birthday recently with a family party at his home, attended by his wife, three sons, their wives, and nine grandchildren. At conclusion of the party, Callahan left for the nearest boiler factory for a rest.

Local 182 will hold a preview party, complete with dancing and entertainment, at Steuben's Vienna Room, on May 15. Vice-president Bernard J. Lynch is in charge of affair, to which wives and

friends are invited. One of main features will be screening of 16mm. films of the highly successful Ruby Jubilee held at the Copley Plaza.

Walter Diehl, business agent, Local 182, reports that his brother, John, a captain in the Merchant Marines, has sailed for Japan with a shipload of supplies for the armed forces.

Fred Viano, who has been on a three-month leave of absence, has returned to take over the reins of the Lexington. . . . Ralph Banghart, RKO field man, was elected first vice-president, Publicity Club. . . . John Scully, U-I district manager, returned from a vacation in Florida. . . . Bill Kremmell, Warner booker, was ill.

John Thompson was in town aiding Al Margolian, Astor publicist, on advance ballyhoo for "Volcano." . . . The Middleboro, Middleboro, Mass., inaugurated a talent night. . . . Mrs. Marion Wotton closed the Globe, Holyoke, Mass. . . . Ken Mayer, U-I salesman, reports for two weeks' active duty with the navy in Washington on April 29. He's a lieutenant.

Bob Silverman, assistant to Jack Saef, New England Theatres publicity, is back following illness.

New Haven Crosstown

Fishman Theatres, through attorney Harold E. Alprovis, instituted an appeal from a decision of State Police Commissioner Edward J. Hickey, authorizing the Bowl Outdoor Theatre Corporation to open a drive-in in West Haven. Attorney Alprovis said recently that service had been made on Hickey and the office of State Attorney General George C. Conway. In the appeal, returnable in Superior Court on May 1, the Fishman theatres, Rivoli and Cameo, West Haven, contend Hickey's approval was arbitrary, and represented abuse of discretion. According to Hickey's decision, the Bowl Outdoor Theatre Corporation was to receive a certificate of approval for an enclosure or building in which to operate a moving picture machine on the Orange Avenue premises as soon as it filed plans showing design and safety factors of all structures to be erected on the site.

Jim Darby, manager, Paramount, broke in a daily with a full page co-op. on "Up Front." John McGrail, U-I rep., was in aiding with "Up Front."

Paul Klinger, Bijou manager, is still commuting back and forth from Waterbury. . . . Herman Hegelwald, stage hand, retired at the Bijou. . . . Ken Beyers is acting assistant, Bijou, while Lou Morris is aiding Syl Kleper, College. . . . Mr. and Mrs. C. R. Underhill, he's the RCA executive, was a recent visitor with Paul Klinger, Bijou. . . . Mrs. Bill Brown, wife of the former Bijou manager, recently was discharged from the Newington Veterans' Hospital. She's still living in New Haven until hubby can find an apartment in the middle west.



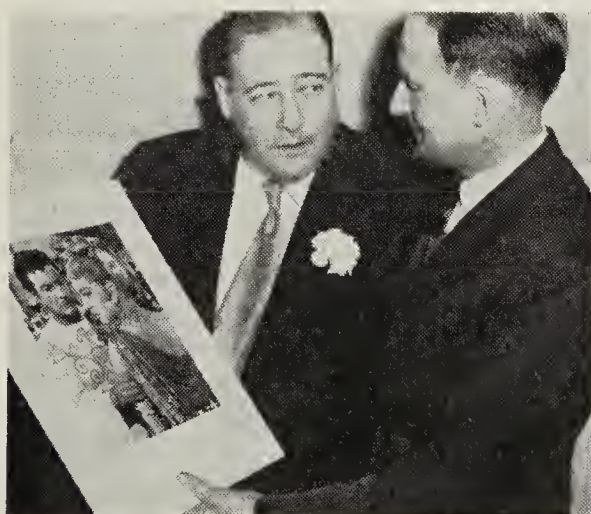
To help the recent opening of U-I's "Up Front," RKO Keith's Memorial, Boston, Maurice "Red" King arranged a crowd catching stunt of having someone dressed as a G.I. peeling potatoes in the window of a local restaurant and challenging passersby to peel faster than he could.

Curt Otto, Rivoli employee, was hurt in an auto accident. . . . H. Cohn, Dixwell, had some clever window displays made up to bally "Born Yesterday." . . . Shirley Callendrella, former Dixwell aide, has been writing her many friends from the west coast.

I. J. Hoffman, Warner Theatres zone manager for New England, announced his resignation effective on May 1. Decision to retire from his post came as a result of conferences with home office executives. After graduating from Yale Law School in 1911, Hoffman entered the business in association with his brother, Bernard E. Hoffman, with whom he formed Hoffman Brothers, Theatrical Enterprises. Consisting, at that time, of 24 theatres, Hoffman sold out to Warners in 1929, and became associated with that company in the capacity of New England zone manager.

Meadow Street

Norm Wrisley, Wrisley Premiums, is back after being out ill. . . . The Strand, Hamden, bowlers continue to hit the pins with good scores. . . . Ray Wylie, Wylie Enterprises, has been busy in the Buffalo and Albany area. . . . 20th-Fox executives in at Ben Simon's branch recently were Jack Bloom, Len Jones, and E. X. Callahan. . . . Al Schuman, his wife, Carla, and Gus Shafer, came in from Hartford. . . . Hal Donovan, Seymour exhibitor was in with his friendly



George E. Freeman, manager, Loew's Poli, Springfield, Mass., is seen recently looking over stills from "Quo Vadis" with MGM's Morgan Hudgins, MGM publicist, covering the country on the film.

"C'mon Smile" cheery welcome. . . . It was also good to see Larry Orkins, Film Delivery, around. . . . Paul Glassco, MGM, returned from his honeymoon trip to Washington, D. C. . . . Ann Donner was given a kitchen shower by her 20th Century-Fox associates in celebration of her moving in a new apartment on Howe Street. . . . Thelma Chasin, another 20th-Foxite, was given a birthday party by her office friends. . . . Sol Popolizio, 20th-Century Fox, was due to receive congratulations on his fourth wedding anniversary. . . . Columbia had a screening of "M" for state, city law enforcement officers, editors, newspapermen, etc., at the Avery Memorial, Hartford. . . . The Pine Drive-In, Waterbury, gave prizes to the car with most kiddies in it. . . . Roland J. McLeod, Strand, Bridgeport, has been elected president, Bridgeport local projectionist's. Other officers include: Frank Toth, vice-president; Leroy Nickerson, financial secretary; Fred Lewis, treasurer; John A. Martin, business agent; Thomas Colwell, recording secretary; John C. Lynch, sergeant-at-arms; executive board, John Bernard, Joseph Cossette, Frank Gorman, and Harold Ryckman; trustees, Leslie Blakeslee, James Liburdi, William Towle, Marion Parrelli, Joseph Kaplan; Central Labor union delegates, McLeod, Nickerson, Bernard, James Leverone, Joseph Cink, and delegates to convention, John Martin and Roland McLeod.

Connecticut Bristol

Daniel A. Peters, 77, at one time owner of all local theatres, died at Bristol Hospital.

Hartford

Ernie Grecula, Hartford Theatre Circuit, held a special screening of "Target Unknown" at the Lyric for officers and airmen of the 103rd Fighter-Interceptor Wing, U. S. Air Force, Brainerd Field.

Lou Cohen, manager, and Norm Levinson, assistant manager, Loew-Poli, certainly went to town on "Up Front." They tied up with Bantam Pocket Books to give away free copies of the Bill Mauldin book to the first 100 persons in line on opening day.

George E. Landers, division manager, E. M. Loew Circuit, announced the ap-



Fred R. Greenway, manager, Loew-Poli Palace, Hartford, Conn., is seen recently greeting officers and airmen of the 103rd Fighter-Interceptor Wing, U. S. Air Force, at a show of U-I's "Air Cadet."



Recruiting services went all out recently to cooperate with "Red" King, RKO Boston, Boston, in connection with the opening of U-I's "Air Cadet." They provided the above display for the lobby. As a result, attention was created.

pointment of Samuel Scheckter, ex-manager, Colonial, as manager, Court Square, Springfield, Mass., replacing Gerry London.

Joe Ruggerio, manager, Lyric, was appointed to the advertising-promotion committee, Park Street Board of Trade. . . . Bernie Farmer, former Allyn aide, now in the navy, dropped in to chat with manager Ray McNamara. . . . New Burnside aides are Lorraine and Pauline Demers. . . . Attorney Joseph L. Shulman, Shulman Theatres, and Mrs. Shulman are in Europe on a vacation. . . . Joe Shea, Columbia exploiter, huddled with George E. Landers, E. M. Loew's Theatres, and Eddie Harrison, Bijou, Springfield, Mass., on "M."

James Bernardo is the new projectionist at the Rialto. . . . Bill Benn, projectionist, Shulman Circuit, was expected back following a leave of absence.

For "Lullaby of Broadway," manager Jim McCarthy. Strand, promoted a newspaper coop. ad on Doris Day recordings with nine retail record stores. . . . Ray McNamara, manager, Allyn, had one of those rare coincidences of fate when playing "The Lemon Drop Kid." An elderly woman ruptured a muscle in her abdomen while laughing at the picture. The news hit page one of many newspapers in this area.

Lou Rogow and Frank McWeeney, Jr., Waterbury, reopened their 800-car Pine Drive-In, Waterbury, for the 1951 season. Also reopened was the Memorial Avenue Drive-In, West Springfield, American Theatres Corporation.

The trade was sorry to hear that I. J. Hoffman has resigned as Warner Theatres zone manager in the New England district. Hoffman was a veteran in the field, and at one time operated theatres with his brother, Bernard E. Hoffman. The houses were later sold to Warners, and in 1929 Hoffman became the zone chief for the company.

In conjunction with U-I's "Air Cadet," Fred R. Greenway, manager, and Lee Feigin, assistant manager, Loew-Poli Palace, tied up with Captain Charlie Hadfield, public information officer, 103rd Fighter-Interceptor Wing, U. S. Air

Force, stationed at Brainerd Field, for intensive promotion.

Bernie Stevens, who resigned as assistant manager, Princess, to go into defense work, is back. . . . Arnold C. Greenberg, son of the Center owner, was named valedictorian of the Weaver High School Class of 1951. . . . Edward Dalley is new at the Palace, and Mrs. Mabel Cronin was named aide at the Princess. New night maintenance man at the Princess is John Flaherty.

New Britain

Ralph W. Carenza, for the past five years assistant manager, Strand, has been promoted to manager, Art, Springfield, Mass. He succeeds Jim Cotoia.

Newington

Redecorating of the Newington was completed.

George Hudak, manager, Newington, left. Paul S. Purdy, general manager, Kounaris-Tolis Theatres, is temporarily supervising the house. Nick Kounaris, K-T partner, flew up from his winter vacation at St. Petersburg, Fla., and then went south again.

Norwich

The Norwich-New London Drive-In resumed operations, Bruno Weingarten again serving as manager.

Joe S. Boyle, manager, Loew-Poli, planted two newspaper contests for "Father's Little Dividend." . . . For the second time, the State Labor Relations Board ruled in favor of management of Lord's against the projectionists' union.

Massachusetts Lowell

Arthur Rosenbush, manager, Palace, recently made a tieup with the Fred Astaire studios during the showing of "Royal Wedding," giving coupons for free dance analysis to all patrons. The studio advertised in the newspapers, and a display was set up in the theatre lobby. . . . Howard Given, former assistant manager, Palace, resigned.

Lynn

The Colony has a new manager, Hugh Cairns, formerly of Loew's Lancaster, Boston. Manager Cairns has been without an assistant since John Cooper resigned.

E. M. Loew called on Ed Myerson, manager, Capitol, to manage his local open air theatre for a time at least. Fred Caldwell, manager for several years, will continue as a relief man, and Rose Gluck, assistant, Capitol, will have additional duties. . . . The engagement of Leona Stanwood, Capitol, to Arthur Burgess has been announced.

New Hampshire Concord

To promote "Salerno Beachhead" and "The Fighting Sullivans," Leon Dussault, manager, Star, arranged with a



Two Hartford, Conn., theatremen who recently "got into the act," and reenacted a sequence from U-I's "Up Front" as an exploitation gag are Norm Levinson, left, assistant manager, Loew-Poli, and the theatre's manager, Lou Cohen.

National Guard battery to bring up heavy equipment outside the theatre while the lobby displayed machine guns and small arms. Three-sheet posters were carried on each side of the M-4 tractor, which made a three-mile trip from the state arsenal to the Star. A nine-ton 90-millimeter gun was the principal outdoor attraction, manned by four National Guardsmen, while a dozen other soldiers explained the other equipment. Manager Dussault designed his own jumbo sign above the marquee, and strung flags and banners around the theatre.

Dover

Those who attended the reopening of the Starway Drive-In received a free treat of potato chips and a soft drink.

Manchester

A summer sportswear show was presented for two days at the State.

Joseph T. Riley, projectionist, Palace, died following several weeks' illness. He was a member of Local 195.

Vermont Bennington

The Bennington Drive-In reopened.

Newport

The Derby-Port Drive-In will reopen early in May. Don McNally, manager, stated. J. D. Levine, chief projectionist, is home from Florida to supervise renovations.

Randolph

Laurence Berry, former projectionist, Strand, now the Playhouse, was elected a Masonic Lodge officer.

Rutland

Frank A. Vennett, manager, Paramount, has been appointed a member of the Chamber of Commerce conventions committee.

Variety Club Connecticut, Tent 31

At the recent directors' meeting, no decision was reached as to proposed quarters.

NEWS OF THE

Territory

New York City
Crosstown

The committee for arrangements of the May 3 Hotel Astor luncheon of the amusement industry for the United Jewish Appeal completed preliminary plans. . . . Columbia's promotion campaign on "The Brave Bulls" hit exclusive Fifth Avenue via the windows and newspaper advertising of Gunther-Jaekel in time to coincide with the Rivoli opening. . . . Arch Oboler, producer-writer-director of "Five," Columbia release, arrived from Hollywood to attend the world premiere at the Holiday. . . . Edward Small, producer, Columbia's "Valentino," arrived for the premiere of the film at the Astor, as did Anthony Dexter.

Paramount effected a tieup with over 30 candy stores for window displays plugging "The Mating Season," Paramount. . . . 20th-Fox's "I Can Get It For You Wholesale," Roxy, reaped free advertising and promotion from Harcourt, Brace and Company, with the publishers tying in their campaign for Jerome Weidman's new book.

David Diamond, who produced "I Was An American Spy" for Allied Artists release, arrived from England, where he completed negotiations with Associated British Cinema to produce Jan Struther's "Women of Britain" this summer.

Sports editors, columnists, and reporters from a score of metropolitan newspapers attended a special screening of 20th-Fox's "Follow The Sun" as guests of Grantland Rice, president, golf Writers' Association, at the home office. . . . At a reception attended by more than 200 artists, writers, and film dignitaries at the penthouse of the Museum of Modern Art, Dr. Eitel Monaco, president, Italian National Association of Cinematographic Industries, and head of the Italian film delegation, honored Joseph Burstyn, American film distributor, for his efforts in this country on behalf of the best Italian art films.

George J. Schaefer, president, Stanley Kramer Distributing Corporation, left for Europe to set up sales policies for the distribution of "Cyrano De Bergerac," and to create a special publicity, exploitation, and advertising unit to handle the picture in England, France, and Germany.

RKO Theatres' policy of giving each and every member of the organization an



Proof that United Artists has been revitalized is this recent photo of the New York City exchange, all decorated with accessories prepared by Max Youngstein, national advertising-publicity director, and Fran Winikus, ad manager, for the "Grad Sears Drive" now in progress.

opportunity to take an important part in the promotion and publicizing of attractions has been met with enthusiasm. The booking of "Seven Days To Noon" and "Cry Danger" as a combination show offers an example of the workings of this policy. William W. Howard, vice-president, RKO Theatres, recently held a meeting and screening for division managers, theatre managers, and members of the advertising, publicity, and exploitation department. President Sol A. Schwartz addressed the gathering, as did Harry Mandel, national director of advertising and publicity. Later, assistant and student managers and members of all Metropolitan New York theatres' staffs attended a screening and a meeting at the RKO 81st Street.

S. P. Eagle arrived by plane from London for business meetings with UA on pre-production plans for "The African Queen." . . . Columbia's "The Brave



Fred Schwartz, Chief Barker, New York City Variety Club Tent 35, and vice-president, Century Circuit, is shown discussing various activities of the tent with a group of barkers, and, pictured from left, are Harold J. Klein, William J. German, Blanche A. Howard, executive secretary; Schwartz, Ira Meinhardt, Walter Reade, Jr., and Morton Sunshine.



Special plaques honoring Bette Davis and Gregory Peck as the outstanding actress and actor of the year were given recently to Spyros P. Skouras, president, 20th-Fox, in New York. The awards were based on a popularity poll run by Ted Rodis, Pilgrim, and Bert Green, Odgen.

Bulls" was honored at the Rivoli as part of pre-"Pan American Week" festivities.

Barney Balaban, president, Paramount Pictures Corporation, will be guest of honor at a testimonial dinner sponsored by his friends and neighbors in Westchester at the Commodore Hotel on May 26. Beneficiary will be the Westchester Jewish Center's Community House Building Fund, in which Balaban takes great personal interest.

Alva E. Smith, radio installation supervisor, Westrex Corporation, subsidiary of Western Electric Company, Inc., returned to New York from Europe, where he discussed general communication problems with the staffs of Westrex Corporation's subsidiaries in Rome, Paris, and London.

New operator of the Alben, Brooklyn, is the MBS Corporation. . . . Prudential Playhouse closed the old Sayville, Sayville, L. I., and will open the new 1,000-seat house April 26. The new theatre is also being called the Sayville. . . . The Wilsam Corporation is building a new theatre in Bellmore, L. I., to be called the Playhouse when completed.

Wilbur Snaper, head, New Jersey Allied, disclosed that it had become "imperative that film companies price pictures correctly with much more speed than they have so that theatre owners may buy sooner, and thus be able to take advantage of an availability." In a bulletin to members, he said, "Don't fall asleep on this or you will find yourself playing last run in the territory." Snaper said that "We no longer can wait for what the companies call 'experience' on a picture, before they know what to do with it." He told members that in view of the increase of drive-ins in the state, regular theatre owners must make the most of their availabilities and must date pictures wisely.

Screen Brightness is Brightest and More Economical WITH

Lorraine carbons

Lorraine CARBONS, INC., BOONTON, N. J.

Phil Reisman, RKO vice-president in charge of foreign distribution, planed to Paris for a three-week business trip on the continent. . . . Nat Levy, eastern division sales manager, RKO, left for a vacation in Miami Beach, Fla.

Nat Liebeskind is operating the University, Bronx. The house is a 600-seater, and plays a straight picture policy with changes three times weekly.

John C. Flinn, director of advertising and publicity, Allied Artists and Monogram, prolonged his stay here until April 28. . . . John J. Dervin, sales manager, Stratford, Monogram subsidiary, returned following a trip to Chicago and Boston in connection with setting up play dates on "Portrait Of Clare," Associated-British film. . . . James Page Pagliaro announced the opening of Mannon Sound Studios, Inc., available to producers for the making of motion pictures, television, etc.

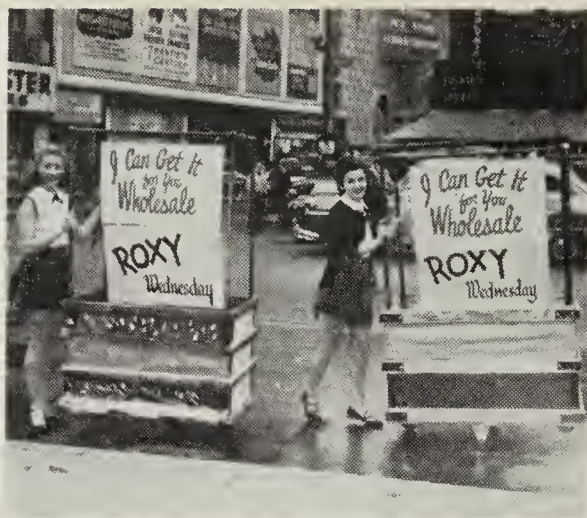
An extensive promotion build-up designed for Republic's "Fighting Coast Guard" got under way at the second annual reunion of the Spars. "Fighting Coast Guard" was privately screened for the convention at the Bijou. Later, there was a gala dinner in the Astor Hotel, with Brian Donlevy presiding as toastmaster, and Forrest Tucker and Ella Raines also present. Representatives of the press met the stars at a cocktail party at the Essex House. President Herbert J. Yates, Republic, and Admiral Louis B. Olson, coast guard, acted as hosts to the stars, press, and an attending group of high-ranking officers of the coast guard and other services.

William J. Heineman, UA vice-president in charge of distribution, announced the appointment of George Waldman as local sales manager. Waldman, formerly ELC metropolitan district manager, will be in charge of sales in upstate New York, including Albany and New Jersey, under Fred Myers, New York metropolitan district sales manager. Eddie Mullen, serving as acting branch manager in UA's New York office, now takes on the post of sales manager for Manhattan, Brooklyn, and Long Island. Myron Starr assumes the post of office manager, New York office.

Maurice Silverstein, Loew's International Corporation's director of Latin America, left for Mexico City to establish new headquarters.

New Jersey Asbury Park

The Paramount will try its hand at opera this summer as part of its fight to preserve exhibition rights at Convention Hall on the Asbury Park boardwalk. The Paramount itself is housed in Convention Hall, and is engaged in a running feud with the city of Asbury Park, which owns the building. The Walter Reade Circuit, operator of the Paramount, contends that the city is violating its lease for the theatre in plans to again present the Manhattan Opera Company at Convention Hall this summer. A damage suit against the city and Rediker



Garment district habitués thrilled recently to the above addition to the standard mobile delivery wagons which 20th Century-Fox sent through the Seventh Avenue section to tout "I Can Get It For You Wholesale," for its run at the Roxy.

brothers, sponsors of the Manhattan Opera group, is now pending with Reade claiming that performances in Convention Hall last year were in violation of the Paramount lease.

Jersey City

Anthony Genito, assistant to manager J. C. Fein, Palace, resigned to become a salesman for a frozen food company, and was succeeded by James McGrail, ex-marine, who had experience at the Fulton back in 1942.

Morristown

City manager Ralph Lanterman and his assistant, Madeline Palmieri, walked off with the lion's share of prizes in the "Manager of the Month" competition of the Walter Reade Theatres Circuit in February, winning two of the four awards for Morristown. Reade cited Lanterman in particular for his activities in behalf of "Brotherhood Week," the Red Cross Blood Bank drive, and for several special children's shows. Miss Palmieri tied for second with M. A. Sargent, Freehold, N. J., for work done during the time she was acting as a



B'nai B'rith citations were presented recently to six of the outstanding members of Cinema Lodge during the past year by past presidents of the lodge in ceremonies in New York City. Seen, seated, left to right, are S. Arthur Glixon, Henry Randel, and Albert A. Senft; while standing, left to right, are Jack Levin, Robert K. Shapiro, Alfred W. Schwalberg, Robert M. Weitman, Irving Greenfield, Milton Livingston, Richard Malkin, Jack Weissman, Leo Jaffe, and Saul E. Rogers. Those receiving the honor Citations were Randel, Shapiro, Livingston, Jaffe, Malkin, and Weissman.



Fred Schwartz, left, vice-president, Century Theatres, New York City, congratulates Allen A. Grant, Century field representative, and presents him with a gold watch on the occasion of his recent 20th anniversary with the organization.

manager. This is the first time she has been among the monthly winners.

Newark

The Central editorialized in its regular program as follows: "Four walls hold housewives in their homes. All inventions, while making home work easier, still keep her indoors. A survey discloses this fact. Where the ice man called and dished all the dirt, electric refrigerators supplanted this messenger of news and gossip. The telephone likewise stopped mama from crossing the backyard to visit neighbors or relatives. She is now pinned down to the receiver. Same goes for all the modern appliances. Only movies, most in beautiful Technicolor, can pry housewives from daily chores. The best books, hit plays, original stories, magazine serials, all are offered just around the corner, and at prices less than the car fare to New York. Join the anti-housewife slavery club, and come out."

Nicholas Capirsello has been upped to assistant, Stanley. . . . The Oxford, Little Falls, N. J., presented the "Four Echos," a singing quartet.

The following managerial changes took place in Warner Jersey Theatres. Bernard Silverman, manager, Branford, took over as manager, Stanley, Jersey City, with John Reilly, Regent, Elizabeth, N. J., becoming manager, Branford. Joe Geller, manager, Cranford, went to the Castle, Irvington, N. J., while Ray Williams, Sanford, took over at the Cranford. Sam Engelman became manager, Sanford, Irvington, N. J., Edward Molteni, manager, Fabian, Hoboken, N. J., went to the Regent, Paterson, N. J., with Gene Genthon, Regent, going to the Garden, Paterson. H. Axelrod, manager, Garden, took over as manager, Royal, Bloomfield, N. J., while Andy Garfalo, Royal, acts as manager, Fabian, Hoboken, N. J.

Perth Amboy

William K. Saxton, with the Loew's organization in Baltimore, Md., for more than 25 years, has been appointed city manager for the Walter Reade Theatres. Saxton will supervise operation of the Majestic and Strand, making his headquarters at the Majestic. He succeeds Herbert Gordon, city manager for nearly

two years, who resigned to join an up-state New York drive-in organization. Charles Kirkconnell will continue as manager, Strand, and Frank Sinatra is assistant manager, Majestic.

Plainfield

John Balmer, city manager, Walter Reade Theatres, tied for first place in the "Manager of the Month" competition conducted by the Walter Reade Theatres in February. Balmer tied with Ralph Lanterman, city manager, Reade Theatres in Morristown, N. J., in competition with managers of the nearly 40 other theatres in the Reade organization.

Red Bank

Allyn Johnson joined the Walter Reade organization at the Carlton and Strand. Johnson resigned as manager, Strand, Lambertville, N. J., to take the Red Bank assignment. He succeeds Jack Hamilton, who resigned to manage a circuit of seven theatres in Washington, D. C., operated by Valley Enterprises.

New York State Albany

Lou Goldstein, former assistant chief film buyer, Schine Circuit, joined Harry Lamont as partner in Vail Mills Drive-In, in the Gloversville area, and in Lamont's River View Drive-In, between Amsterdam and Schenectady.

A search for the loveliest bride married between January 1 and April 1 was being conducted in conjunction with "Bird Of Paradise," Strand. The finalist was to be chosen on the stage of the Strand. . . . Henry Baylis, Warner Theatres' screening room, and Mrs. Baylis returned from Miami, Fla. . . . Anthony Dexter made personal appearances at Fabian's Palace when "Valentino" opened. Patricia Medina appeared with him. . . . Larry Lapidus, Warner Theatres' booker, was in Buffalo. . . . Karl Harte, Warner salesman, was beaten by three unidentified men after attending a Variety Club dinner meeting. He was taken to Memorial Hospital with possible fractured ribs, a lacerated lip, and contusions of the left eye. . . . Jim Faughnan, Warner Theatres' contact manager, returned after a virus attack. . . . Margaret Hale, former employee, returned to Warner Theatres' contact department. . . . Gerald Atkin, Warner Theatres' advertising director, spent a few days in the home office. . . . Louis Gonick, Boston, is the new Columbia salesman. . . . Local 43 held their annual party at Kane's Restaurant. . . . Congratulations go to Mr. and Mrs. Francis Downey, (dad's the Warner Theatres' artist), upon the birth of their third child, a girl. . . . Two drive-ins which opened were Indian Ladder and the East Greenbush.

—M. E. B.

Buffalo

Private William J. Cuddy, son of Bill Cuddy, RKO office manager, joined the army, and is stationed at Camp Roberts, Cal. . . . Congratulations to Bill Leahy, who slipped a sparkler on the finger of his lady fair. He is manager, Regent. . . . Peter Bifarella, Joylan, Springville, owner, is sporting a new Pontiac, and



Michael Powell, Robert Dowling, Ludmilla Tcherina, Rudolph Bing, Hein Heckroth, and Emeric Pressburger are seen above at the recent benefit for the New York chapter, American Red Cross, of Lopert's "The Tales Of Hoffmann," held at the Metropolitan Opera House.

reports that his wife has completely recovered from illness.

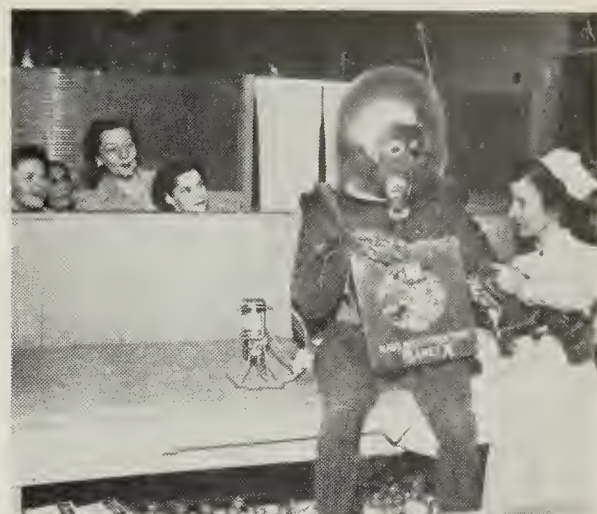
Universal-International's "The Fat Man," will have its world premiere at the Lafayette on May 9 with J. Scott Smart participating in the premiere and aiding in the advance promotion. ABC will originate its May 9 network broadcast of "The Fat Man" radio show from the stage of the Lafayette through the facilities of WKBN. Smart will do a series of radio, television, and newspaper interviews both in New York and Buffalo in advance of the premiere, and will participate in a round of civic events in Buffalo. An extensive advance promotion campaign is being developed.

Frank Kennedy, former Colvin manager, resigned to become affiliated with Dipson as manager, Bailey. Frank Bassett, former manager, Bailey, has been transferred to Rochester as manager, Lyell, succeeding Bob Davis.

Tom McMahon was presented with a traveling clock by his fellow workers at Shea's Elmwood at a dinner in the Elmwood restaurant. He has just been appointed manager, Shea's North Park, replacing, Don Measer. Lou Jaffe, former assistant manager, Loew's Midland, Kansas City, has taken over the managerial reins at Shea's Elmwood. . . . Leonard Jozwiak, manager, Shea's Teck, suffered a recurrence of his flu, and returned to Columbus Hospital.



Seen at the recent premiere of Sol Lesser's RKO release, "Kon-Tiki," Sutton, New York City, were, left, Clem Perry, executive director, Rugoff and Becker, and at right, producer Robert Flaherty.



Donors and volunteers at the Brooklyn Red Cross Donor Center were more than slightly surprised recently at the appearance of "The Man From Planet X" as a blood donor, part of an intensive New York exploitation campaign in behalf of the film, a UA release, at the Mayfair.

Carl Rindcen will be host at a special Saturday morning newsboy show for carriers of The Evening News at Shea's Buffalo. . . . One of the best co-op. ads was the double truck spread promoted by Bill Carroll, Shea Buffalo advertising staff, on "Father's Little Dividend" with Nu-Way markets.

Joe Leboworth, 20th-Century Fox exploiter, was working with Ed Meade, Shea advertising and publicity chief, on "You're In The Navy, Now."

Don Measer, acting manager, Shea's Teck, had a man on the street in striped convict uniform plugging "Dillinger." and "The Gangster" combination. Another feature was the transformation of the theatre front to a replica of a prison. . . . Manager Al Pierce, Shea's Bellevue, Niagara Falls, promoted a neat ad on gas ranges in The Niagara Falls Gazette on "Father's Little Dividend." He also arranged to banner a fleet of 10 trucks on both sides, and gave out 4,000 package stuffers.

Joan Lynette Hubbard, daughter of Earl Hubbard, advertising manager, Century, was married to Roger Filip in St. Andrews Rectory, Kenmore. The couple honeymooned along the Great Lakes. Mrs. McFaul, mother of Vincent R. McFaul, general manager, Shea Theatres, is convalescing from a broken hip, suffered in a recent fall.

—M. G.

(Continued on next page.)



MGM's Dan S. Terrell, head, exploitation department; Harry Brandt, Brandt Circuit, and Pier Angeli, star of "Teresa," are seen at the recent premiere of the picture at the Trans Lux, New York.



U-I promotional representatives and executives of Modern Screen in New York recently mapped the tour of Tony Curtis and Piper Laurie, co-starred in "The Prince Who Was A Thief," to visit winners of the fan magazine's-Pepsi Cola "Bring A Star To Your Home" contest. Seen, left to right, are Phil Gerard, U-I eastern publicity manager; Jack Horner, managing editor, Modern Screen; Charles Saxon, editor, Modern Screen, and Charles Simonelli, U-I exploitation head. The contest drew large fan response.

EYEING THE

Exchanges

MGM—Phil Klarnet, exploitation department, recently visited Chicago. . . . New York booker Morris Rose celebrated the first birthday of daughter Martha. . . . That new blonde film examiner is Winnie Ceglie. . . . Booker John Cuniff is back after being sick. . . . Peter Trink, office boy, celebrated a birthday and the office canasta group presented him with a cake. . . . William Kiernan is on the job after being ill.

U-INTERNATIONAL—Statistical clerk Murray Bandell did a beautiful job as soloist at the wedding of booker Hank Feinstein. . . . The office was pleasantly surprised to learn of typist Frances Gaeck's recent elopement. She wed Daniel Zingler. . . . The mother of head booker Fred Mayer went for a visit to England.

RKO—Auditor Jack De Wald will be around for the next few weeks. . . . John Giles, boxoffice statement department accepted birthday congratulations. . . . Switchboard operator June Jacobson welcomed back her grandmother.

ELC—Assistant cashier Norman Benchick was sick. . . . April 16 marked the end of the first year of marital bliss for secretary Ruth Tannenbaum. . . . Bonnie Heighey, payroll clerk, was ill.

UNITED ARTISTS—Walter Hoyer, print department was enjoying a respite in Charlotte. . . . Secretary Clara Heintz left. . . . Senior booker Ben Levine will be passing another milestone on April 28. . . . Office manager's secretary Gloria Patrizzo was enjoying a vacation in Baltimore, Md. . . . Folks were glad to see Barbara Kurland get that promotion to secretary. . . . Exhibitor B. Whitleck, Olden, Trenton, N. J., was around. . . . Ditto Burt Astor, Kent, Yonkers.

20TH CENTURY-FOX—Empire state division manager Martin Moskowitz was enjoying a brief respite. . . . The Family Club had an interesting meeting.

BOOKER'S BIOG—Jovial Ben Levine got his start in the receiving department at 20th Century-Fox about a quarter of a century ago. He then went to Fox, and eventually to United Artists, where he has remained for the past 23 years. Levine spent three years as advertising sales head, and today is the U-A senior booker. Happily married to wife Jeanne, the pride and joy of the Levine household is the cute eight-year-old daughter, Ronne. Whenever there is an odor of good cigars, and some old jokes, chances are Ben Levine is in the immediate vicinity. As sergeant-at-arms for the Motion Picture Bookers Club, he has difficulty in maintaining order at the meetings as he is usually the worst offender. However, no one really minds as his presence enlivens things, and everyone hopes that Levine will be around for as long as some of the jokes that he tells.

RAMBLIN' 'ROUND—Columbia booker Lenny Saver, tanned and happy, is back after his honeymoon. . . . Republic is very happy about the new lighting fixtures and floor covering. . . . Areaites were saddened by the news of the death of Joseph Morrison, Prudential Film Delivery. . . . Tickets for the Motion Picture Bookers Club Theatre Party on May 23 are selling fast. The musical is "A Tree Grows In Brooklyn." . . . Harry Newman, film room supervisor, Bonded, was busy celebrating his son, Herbert's, birthday on April 11, and his son, Irwin's, confirmation a few weeks later. . . . Favorite booker Gloria Korn was on her honeymoon. . . . Al O. Bondy recently returned from one of his trips.

—ARNOLD FARBER

(Continued from preceding page.)

Kingston

Byron A. Inderbitzen, for 11 years owner and operator of his own theatre in Buffalo, has been appointed city manager for the Walter Reade Theatres. Inderbitzen will supervise operations of the Kingston, Broadway, and 9W Drive-In. Elizabeth Risely, who served as acting city manager since the resignation



Mrs. Martha Sharp, special assistant to the chairman, National Security Resources Board, former Secretary of War Robert Patterson; Spyros Skouras, and Mary Pickford are seen at a recent dinner for Children to Palestine in New York. "The Magnetic Tide," 20th-Fox short subject dealing with Palestine, was screened.



Among those present at a recent press conference in New York which revealed the general release plans for UA's Academy Award winning "Cyrano De Bergerac" in July were, left to right, front row, Sam Katz, partner of Stanley Kramer, producer; George Schaefer, Kramer's eastern sales representative, and, back row, Max Youngstein, UA vice-president and national director of advertising, publicity, and exploitation; George Glass, Kramer vice-president, and William Heineman, UA sales head.

of Robert W. Case, will continue as manager, Kingston, and Hervey Keator will continue as manager, 9W Drive-In.

Rochester

Howard Carroll revealed plans to test legality of police ban on "Bingo" as applied to the Strand. His attorney, Stephen K. Pollard, indicated he would claim the admission price is for films, and "Bingo" is free.

Amy Croughton, the Times-Union film reviewer for 28 years, died at 71 after a long illness following a broken leg.

Manager Lester Pollock, Loew's, was installing an attractive soft drink dispenser. . . . Donn Iogha was doing promotion work for Jack Robbins and Joe Trott, Lake Shore Drive-In, using radio extensively. . . . Gradon Hodges, Empire Drive-In, delayed opening in hopes of more settled weather.

Joe DeVitt, manager, Embassy, closed again with plans to bring back his star attraction, Rose LaRose, for the third time. . . . Ira Beck, former assistant manager, Loew's, now South America sales representative for MGM, announced the birth of Betty Jane. . . . Manager Anthony Rosato, Waring, was host to members of the Civil Defense Corps with "You Can Beat the A-Bomb."

Manager Arthur Krolick, Paramount, had a special press preview of "The Mating Season." . . . Ray Lang, Smith and Howell, reports his son, a second year student at University of Rochester, is polishing up his golf game. . . . Mike Mungovan, lifetime business agent, stagehands union, resigned his backstage role at Loew's to spend more time on his farm.

Jerry Wald, Norman Krasna Productions, wired the Chamber of Commerce asking for data on the city as a possible setting for "Strike a Match." James L. Angle, city public info. director, quickly replied with exhibits aiming to show this locale would be tops.

—D. R.

NEWS OF THE

Territory

Philadelphia
Crosstown

Argument on a temporary injunction in U. S. District Court in the Key, Doylestown, Pa., anti-trust and damage suit against Charles Kahn, owner, County, Doylestown, Pa., Claude J. Schlanger, Lester Krieger, lessees; Paramount, RKO, Warners, Columbia, U-I, MGM, 20th-Fox and Ted Schlanger, Stanley-Warner Theatres, was postponed until June 4.

Charles Goldfine's South City Drive-In opened.

The Fox held a preview of 20th-Fox's "Fourteen Hours." . . . The Carmen began holding Monday night amateurs.

Martin Ellis is booking and buying for the Mayfair, 59th and Market Streets.

Frank Blum reports the purchase as an investment of 1520-22 Chestnut Street through Lionel Friedman and Sons for \$850,000 cash.

For "Fourteen Hours," the Fox used a contest whereby two endings of the film were shown at each performance, and patrons were requested to indicate which one they thought best, and why. Cash prizes in the amount of \$600 were offered for winning suggestions.

Vine Street

Mo Wax, handling the theatre's section in this year's Cancer Crusade, has asked full cooperation by permitting audience solicitation or lobby collections, the running of the NSS trailer, and solicitation of contributions from theatre personnel.

As part of the "Ned Depinet Drive," May has been set up by RKO as "Disney Month." This is in recognition of his many years of cartoon production and of his outstanding product in the cartoon field. The local branch has already assured Disney of a record breaking number of bookings for May. The exchange hopes that the exhibitors in the Philadelphia area will come through with every date possible, and is thanking them in advance for cooperation.

IATSE Local 307, projectionists, announced that its 40th anniversary banquet is being held on the Adelphia Hotel Roof at midnight on April 30. The affair is for members and guests only. International President Richard Walsh will be guest of honor.

Bill Clark, Highway Express was recuperating from an appendectomy at University Hospital. . . . The trade was saddened by news of the death of attorney Henry Weiss, at one time with



Ludmilla Tcherina, starring ballerina, Lopert's "Tales Of Hoffmann," and Vivian Knight, representative of Powell and Pressburger, writers, producers, and directors of the film are seen in Washington prior to the benefit performance for the National Symphony Orchestra with Gerald Wagner, manager, Playhouse, and Robert Best, Washington, D.C.

Eagle Lion Classics, a member of Variety Club, Tent 13, and well-known in the industry.

Mrs. Nan Scully Dalton, wife of the late James A. Dalton, former advertising manager, EXHIBITOR, became the mother of a seven pounds 12 ounces baby boy on April 18 at Lying-In-Hospital, Richardson House Hospital, Wnywood Avenue, Boston. The baby has been named James Michael in honor of its late father and the father of John J. Scully, U-I district manager.

ELC booker James Winter landed a similar berth at Paramount, succeeding Robert Shisler, who moves to RKO as salesman in the post formerly held by Leonard Casey, resigned. Helen Young, ELC biller, also goes to Paramount in a similar capacity.

Republic was getting ready to move into 226 North Clarion Street, first floor. . . . Cele Brodsky, Warner bookkeeper, was in Graduate Hospital. . . . Mrs. Helen Strollo Geuffrida, Warner biller, was back from her honeymoon. . . . Cecil Felt was in Bermuda on vacation.

The Towne Art and Franklin, Allentown, Pa., owned and operated by Sol Schoccker, and the Medford, Medford,

N. J., owned by Ephraim Tomlinson, have joined the Allied Buying and Booking Service. This now brings the total number in the service to 60 theatres, including the largest single group of drive-ins in this area.

Mercedes McCambridge, in UA's "The Scarf," Aldine, was in for three days for personals, publicity, TV, and radio, and dropped in on EXHIBITOR where she presented several scarves. She also bestowed a bottle of champagne (ginger ale vintage) upon the staff in celebration of the recent move into new quarters. Accompanied by Max Miller, UA exploitation representative, she made an excellent impression, and showed a good sense of humor.

Circuits
Stanley-Warner

Mercedes McCambridge left a souvenir with each of the people interviewing her, a scarf, of course. She made personal appearances at the Aldine and the round of television and radio stations. When one asks press agent Max Miller "What's new?", he has an answer ready. . . . The Clarabell kiddie show at the Mastbaum proved to be a big success. Other engagements are at the Stanley, Chester, Pa., Warner, Atlantic City, Stanley, Camden, N. J., and the Warner, Wilmington, Del.

Sara Berch, Art Piper's secretary, left, and Terry Picciolo, billing department, moved up to fill in the vacancy. . . . Abby Pushkin was in an accident when the car in front of him suddenly decided to U-turn, to the tune of \$100. . . . Bob Loving, former manager, resigned, and is now working in Austin, Tex.

The Imperial, Second Street, closed. . . . The Grand, Camden, N. J., was sold, and will cease operations as a theatre in August.

District of Columbia
Washington

One hundred percent army, navy, and marine cooperation has been assured Allied Artists when the company holds the world premiere of "I Was An American



The ladies' auxiliary committee for the Variety Clubs' International convention to be held in Philadelphia from May 9-12 recently held a luncheon meeting at Tent 13's quarters at the Bellevue Stratford Hotel, Philadelphia, with Mrs. Nathan Sablosky, chairman, presiding, and pictured, from left, seated, are: Mrs. Michael Felt, Mrs. Sablosky, Mrs. Robert Hanover, Mrs. Jack Beresin, and, standing, Mrs. M. Fuchs, Mrs. Abe Sablosky, Mrs. Harry Romain, Mrs. Robert Warner, Mrs. Max Miller, Mrs. Mitchell Pantzer, two guests, Mrs. Charles Zagrans, Mrs. Fred Leebron, Mrs. Harold D. Cohen, another guest of the group, Mrs. Louis J. Goffman, and Mrs. Louis Molitch.

"Spy" on May 16 at the RKO Keith. Army navy, and marine exhibits will predominate in the lobby with searchlights, jeeps, and flags being provided by the services. A marine band will be on hand premiere night. Recruiting stations will be utilized. Special invitations will be extended to top brass.

A special showing of 20th Century-Fox's "Follow The Sun" will highlight the famous annual "Celebrities Golf Tourney" to be held early in June under the auspices of The Washington Post. The showing of the Ben Hogan film before top brass from all branches of the armed forces and celebrities from the golfing and entertainment world will be in honor of the famous golfer himself, who will be on hand to compete in the tournament. As an additional honor to Hogan and "Follow The Sun," the name of Glenn Ford, star of the film, will be on the list when Bus Ham, The Washington Post, sends out the invitations to the tourney.

Phil Isaacs, assistant to Hugh Owen, Paramount's eastern and southern division manager, has been promoted to the position of Washington, D. C., branch manager, it was announced last week by A. W. Schwalberg, president, Paramount Film Distributing Corporation. Isaacs succeeds Albert Benson, resigned.

LOEW'S THEATRES—Orville Crouch, division manager, and Jack Foxe, publicity chief, were going all out on "Up Front," Palace. Arrangements were made with the Pentagon for the four Washington newspapers to talk to enlisted men in Korea by telephone. The call was to be made from the Capital from Crouch's office. Many showmen were called in by the citizens' committee to plan the reception for General MacArthur. Among them were Crouch, Jack Foxe, Joel Margolis, George A. Crouch, and Frank La Falce.

WARNER THEATRES—The ad. and publicity staff and the Republic exploiters are meeting on the "Fighting Coast Guard," Warner. Among those attending the meetings were George A. Crouch, zone manager; Frank La Falce, ad. and publicity chief; Fred MacMillan, manager, Warner; Steve Edwards, Republic publicity chief; Mickey Gross, Republic; Jake Flax, Republic, and Rick La Falce, doing publicity on the opening. Coast Guard officials are also attending. The three stars, Brian Donlevy, Ella Raines, and Forrest Tucker were to come to Washington for the gala opening. A special program was being arranged for the premiere, and the theatre was to close down for the day, and open in the evening.

20TH CENTURY FOX—Sara Young was ill. . . . Frank Blake, projectionist, was in the hospital. . . . Herman Habel, Palace, Winchester, Va., was in.

Curtis Hildebrand is now booker-buyer for Sam Roth circuit, Valley enterprises.

RKO—Dave Canter is travelling around arranging personal appearances of the Geisha Girls plugging "Tokyo File



Herbert J. Yates, president, Republic, was greeted recently by Lieutenant Commander Robert Cannom, technical adviser on "Fighting Coast Guard," and Captain Sam Gray, Chief Public Information Office, upon his arrival in Washington to discuss the world premiere at the Warner.

212." . . . Mrs. Ruth Lloyd left Casualty Hospital after an operation. . . . Agnes Turner was in Norfolk, Va., in connection with the chartering of a Soroptimist chapter in the Norfolk-Virginia Beach, Va., area.

MONOGRAM—L. E. Goldhammer, district manager, has been in.

UNITED ARTISTS—Cashier Mrs. Nancy Perruse was vacationing. . . . Mrs. Lil Karacofe, biller, lost her mother. . . . Mrs. Lilli Rabe, Earl W. Swigert's secretary, is returning to Sweden.

PARAMOUNT—Freda Abdella, ledger clerk, is leaving to go to Texas.

COLUMBIA—New apprentice booker is Louis Rosen. . . . New telephone operator is Harriet Feldman, who takes Rhoda Seidel's place. . . . Mrs. Alethia Bryant is the new general clerk. Bill Fisher says there's nothing new with him.

TRANS-LUX—Vincent Iorio, manager, Trans-Lux, got himself a lot of attention when he played "A Long Dark Hall," by asking women passersby to vote what they would do if their husbands strayed. . . . Sid Zine, Columbia exploiter, and Iorio were working special stunts in connection with "M."

The Palace is going back to Thursday openings.



Shown above is part of the crowd of 4500 which filled the Mastbaum, Philadelphia, recently, for the "Clarabell Clown" stage and screen show. The famous television clown distributed gifts.

Sam Roth's new Park opened with an invitational premiere. The attraction was "The Dancing Years." . . . Sidney Lust's annual hosting of showmen, politicians, and newsfolks to the opening ball game was spoiled by rain.

"Way Down East," shared the bill with the experimental film "Le Chien Andalou," recently at the Institute of Contemporary Arts. . . . Warner Theatres was asking the folks to guess how many lemon drops there were in a glass jar in the Warner lobby. Frank La Falce was using it to plug "The Lemon Drop Kid." . . . The Palace was also plugging "Father's Little Dividend." Jack Foxe had a contest with the Hecht Company whereby the winner of the "Who Named the New Baby In Your Family" contest received a layette.

Delaware Dover

A bill to permit Sunday movies outside of incorporated communities in Delaware from 12 noon to 6 p.m. and 8 p.m. to midnight was passed by the State Senate, and sent to the House. The bill was sponsored by Senator W. O. Cubbage, Wyoming.

Wilmington

Lewis S. Black, manager, S-W Warner, said that Richard Lentz, who recently completed eight months' service in the navy has been appointed assistant manager. . . . John O. Hopkins, Jr., National, said the new Hopkins may be ready to open early in May. . . . Edgar J. Doob, manager, Loew's Aldine, and Robert E. Diem, assistant manager, had tie-ups to promote "Father's Little Dividend." . . . Daniel Sadowski and Bernard Szyman-ski joined the Rialto. . . . Bill Page, projectionist, Earle, New Castle, was to be married April 21 to Patricia McGrory. . . . Kenneth Vandegrift, S-W Ritz aide, was back after being out sick.

—HENRY L. SHOLLY

Maryland Baltimore

Ed Solomon and Charles Lipton, 20th-Fox, were in to assist M. A. Mechanic in a big campaign to promote "14 Hours." One stunt was advertising in the classified of The News-Post for a "courageous woman," to view the picture in the darkened playhouse at a midnight preview. She was selected from letters sent in as to why she should be the one chosen.

A too vivid publicity stunt for 20th-Fox's "Fourteen Hours," New, backfired to an extent when the stunt man hired to emulate the principal character in the film and threaten to jump off a roof, was arrested and fined \$50 for blocking traffic by attracting a crowd of 5,000 persons, causing firemen to rush to the scene and spread nets, believing a body was about to hurtle to the street, causing six police squad cars and a patrol wagon to be out of service unnecessarily during the busy noon period, causing at least three women to faint from fright, and causing damage to the uniforms of two policemen in their at-

tempts to "rescue" him. Morris Mechanic explained that the matter started as "an innocent publicity stunt," and Magistrate Ellis consequently did not consider a jail term of 60 days. That the stunt attracted plenty of attention goes without saying.

Charles McCleary, Loew's Parkway manager, announced the promotion of Miss Betty Bunjon to assistant manager and Miss Mary Dick to student manager.

Although the office of the Homewood was ransacked, J. V. Airey, manager, discovered that those responsible for the damage had not been able to force open the door of the safe.

William Schander, who handles movie advertising for The News-Post and Sunday American, is again in Church Home Hospital for another operation. Earl Dewey will handle the work during Schnader's absence.

Louis Cohen, New Essex, fell from a ladder, and broke his arm while pruning a tree in his garden.

Harry Vogelstein, Baltimore Poster Company, and his wife went to Miami, Fla., for a vacation. . . . The Dicus Tragedy Fund benefit stage and screen show put on at the Monroe through the efforts of Joseph Walderman, Morris Oletsky, and Morten H. Rosen, and given publicity through The News-Post, was a success.

—JACQUES SHELLMAN

Hagerstown

Leaseholds of the Central and State, Martinsburg, W. Va., both WB houses, were recently sold to Sam Roth, Washington, D. C., Roth Theatre Enterprises. Roth Enterprises owns houses in Virginia and the District of Columbia. Warners will retain the Apollo and Strand, Martinsburg, under management of Lou Kusner. The lease of the Academy has been offered for sale by Warners, who retain the Maryland, Colonial, under City manager George N. Payette, Jr.

Leonardtwn

Park manager Ray Trumbule and his assistant, Nat Hodgdon, visited Washington, D. C., and attended a screening of "The Great Caruso." . . . The theatre Phil E. Gray is erecting at Lexington Park, Md., is progressing rapidly. . . . Mrs. J. E. Sumstine, Park, Lexington Park, Md., recently celebrated her 18th wedding anniversary.

Pennsylvania Harrisburg

The Colonial and Senate have new assistant managers. J. Dwight Cunningham, 19, took the place of Jack Trumbo at the Colonial. He is a graduate of Belleville, Pa., High School, and is finishing a course in accounting at the Central Pennsylvania Business College here. Jack Trumbo moved upstairs to manager, Elton, Steelton, Pa., replacing John Sites. Mrs. Catherine Heckert, formerly engaged in secretarial work, succeeded Oscar Hollenwald as assistant manager, Senate.



Reaction to Anthony Dexter's portrayal of "Valentino" may be judged by the kisses planted on his picture by teenagers invited to a recent special screening of the current Columbia production at the Metropolitan, Washington, D. C.

Catherine McLeod paid a surprise visit to the Star, and was manager Bill Whyte excited. . . . Miss Anna Hartman, 19, Shiremanstown, Pa., was chosen "Miss Up Front" in the popularity contest staged by Joe Murdock, manager, Senate. A panel of 14 soldiers made the selection with the audience's approval. She was given a complete outfit, beauty treatment, and flowers, and was feted at luncheon and dinner plus appearance on a radio program.

Jack O'Rear, manager, Colonial, staged a special screening of "M" for police officers. Some 20,000 tabloid heralds were distributed. . . . Jack Murdock pulled a clever stunt in promotion of "Up Front." He had a tape recorder working during a sneak preview to catch the audience's reaction. On the opening day, he had it playing constantly over the boxoffice.

Reading

Manager Larry R. Levy, Loew's presented an 88-piece silverware set to Helen Sivulich, the prize in a 10,000-key "treasure set" offered in connection with "Royal Wedding," Loew's.

Theatre folks are wondering what is going to happen at the Plaza, first floor of Masonic Temple. The Plaza operators are using the house, renovated only two years ago, only on Saturdays and Sundays. . . . The Strand, Paul H. Esterly, manager, is booking an early matinee every Saturday for children. . . . Rajah Temple, Mystic Shriners, has made no announcement yet of its policy for the coming season. . . . The Rio, neighborhood house closed a month ago, has remained dark. . . . The Joy, Newmans-town, Pa., will be the scene of the annual concert of the high school band.

Virginia Richmond

Robert W. Coyne, special counsel, COMPO, addressed the officers and board of Virginia MPTA.

The Virginia Motion Picture Theatre Association voted unanimously to ratify the changes in the COMPO by-laws, thereby making the Virginia group the 11th TOA affiliate to do so, and voted to apply for COMPO membership.

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TRADE SCREENINGS

PHILADELPHIA

WARNERS (230 N. 13th) May 2, 2.30, "Along The Great Divide" (Kirk Douglas, Virginia Mayo, Walter Brennan).

RKO (250 N. 13th) May 1, 2.30, "Hard, Fast, and Beautiful" (Claire Trevor, Robert Clarke, Sally Forrest); May 2, 2.30, "Jungle Head Hunters" (Documentary of an expedition on the Amazon) (Technicolor).

MGM (1233 Summer) May 3, 11.00, "Home Town Story" (Jeffrey Lynn, Marjorie Reynolds).

Movie Digest has been placed on sale at the concession stands of several local theatres. This new monthly publication, sold exclusively in theatres, is published by Cinema Digest Corporation. . . . The Colonial held a preview, "The Mating

Season," and gave the name of the picture in the newspaper ads. The first time the title has been announced on any sneak preview in Richmond. . . . Frank Morgan had a special midnight show of "Red Murphy's Barn Dance" at the Venus.

Pete Lichtman, District Theatres official, went to Norfolk to see his sister. . . . Esther Price, oldest cashier for the District Theatres, having served 17 years at the Booker T, passed away. She had been confined to St. Philips Hospital.

B. C. Talley is now covering the Tidewater area for Alexander Film Company. He formerly managed theatres in Hickory and Lexington, N. C. . . . George Vaughan, manager, Rex, Petersburg, was married to his former aide, Lois Marie Harrell. . . . David McCoy, manager, Beacon, Hopewell, and his wife were visitors. . . . J. C. Rideout, as-

sistant, Century, Petersburg, and Guy Jones, Broadway, Hopewell, resigned.

The board of directors of the Virginia Motion Picture Theatre Association held a meeting. . . . The Dixie Drive-In is covering the entire southside with heralds.

Sam Pulliam manager, Grand, was out sick. . . . Mrs. Cora Barron, State candy counter attendant, was also sick. . . . Dick Overton, Neighborhood Theatre, Inc., home office, and George Summers missed a few days on account of illness. . . . Ben Somma, manager, Henrico, Highland Springs, had several visitors, Jerry Murphy, Lippert; Norman Fournier, 20th-Fox; John Garst, Warners, and Ira Sichelman, 20th-Fox sales manager. . . . Frank Morgan is proud of that new concession stand installed in the Venus lobby.

For the past three weeks the Dupont Company has been presenting twice nightly, "The Dupont Story," free, at the WRVA Theatre. These tickets have been distributed all over town. . . . Samuel Glenn, Westhampton staff, took his physical for the army. . . . Vera Coleman, NT home office, was married to Thomas Wilkinson. Congratulations. . . . Ann Adams is an addition to the NT accounting department. . . . Floyd Stawls, advertising manager, Fabian Theatres, moved into his new home in Chesterfield County.

Harvey Hudson, WLEE Disc Jockey, spent a weekend with the Syd Zinns, in Washington. Zinns is the Columbia exploiter. . . . Linwood H. Everett, 64, Colonial, died after a short illness.

—S. T.

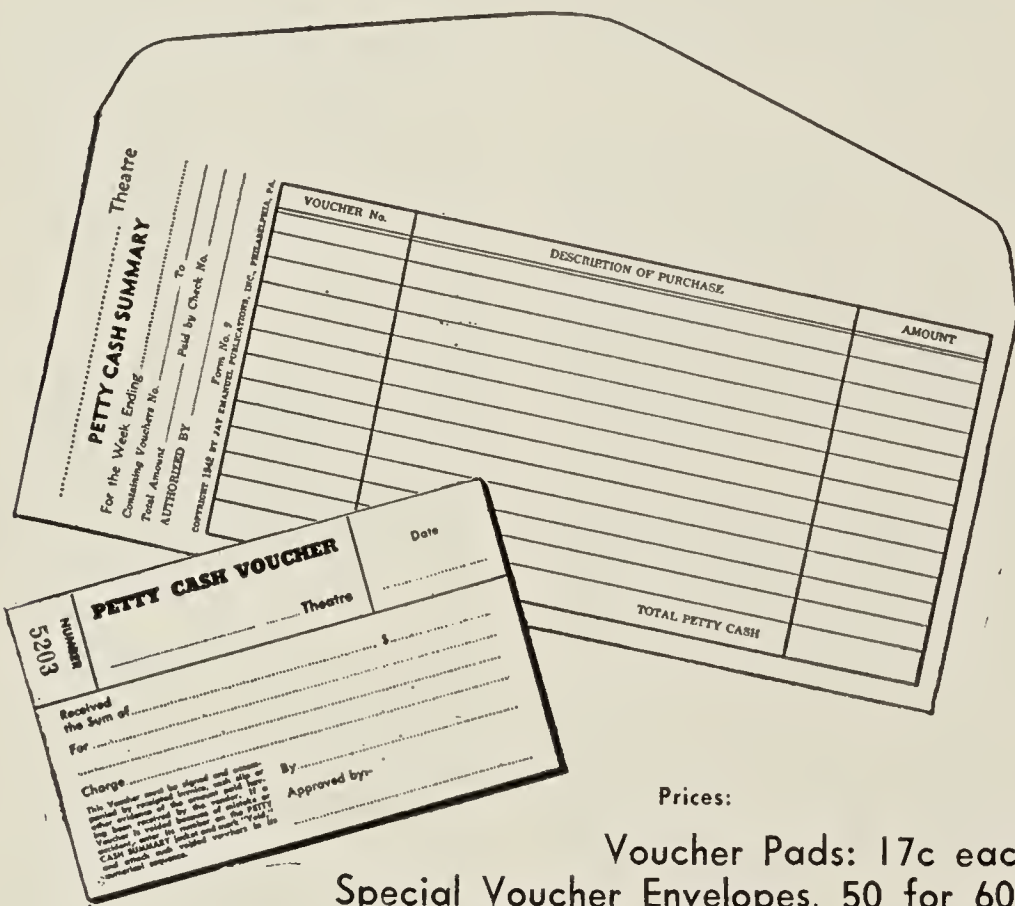
Variety Club Tent 13, Philadelphia

The clubrooms are being refurnished so everything will be spic and span for the convention.

Another meeting of the steering committee for the forthcoming convention from May 9-12 was held, and it was the consensus of opinion that plenty of work was needed if the affair is to become the success it ought to be. Local barkers are particularly being asked to register for the convention so that it will be up to expectations. A general meeting of the membership is also being set, with all members expected to attend. Heard at the session, under the leadership of Vic Blanc, were reports from all committee heads, with things flowing smoothly except that greater interest is due from the members themselves. Acceptance to attend the dinner on May 12 have been received from city, state, and national figures as well as industry leaders, and it is certain that the affair will be the best in the history of Variety Clubs International.

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COLUMBIA

The Brave Bulls (321) DRAMA 108M.

ESTIMATE: Well-made bull fighting film will have best appeal in class spots.

CAST: Mel Ferrer, Miroslava, Anthony Quinn, Eugene Iglesias, Jose Torvay, Charlita, Jose Luis Vasquez "Mexicano," Alfonso Alvarez, Alfredo Aguilar, Francisco Balderas, Felipe Mota, Pepe Lopez. Produced and directed by Robert Rosson.

STORY: Mel Ferrer, famous Mexican bull fighter, is wounded in the arena, and recuperates in the home of his mother in the country. He goes back to the arena for another engagement, and leaves his brother, Eugene Iglesias, who wants to be a bull fighter, and his mother with reluctance. Manager Anthony Quinn introduces him to Miroslava. He asks her to wait for him until he returns from a fight in the suburbs. When he does, he learns that she and Quinn have been killed in an auto accident. Ferrer goes off on a drunk, forgets that he signed a contract to fight in a small town arena, and that he stipulated that his brother also fight as a matador for the first time. Ferrer gives what is considered a cowardly exhibition, and the crowd jeers. His brother gives a good exhibition but is gored. Ferrer kills the animal in his old fashion. Ferrer, with regained courage, fights as of old, and conquers another bull. The brothers leave the arena to face a bull fighting future together.

X-RAY: This is not a pleasant film, and, aside from the obvious suspense, there is little to offer the average audience in this picturization of a widely-read novel by Tom Lea. It does, however, have possibilities for specialty houses which cater to audiences seeking something different in entertainment, and, with the proper selling, this may make its mark here. The screen play is by John Bright.

TIP ON BIDDING: Program price.

AD LINES: "He Had To Make A Decision . . . To Fight Or To Love"; "What Went Through His Mind As He Faced Death Before Thousands?"; "Thrills And Excitement As A Matador Faces Death."

Five DRAMA 91M.

ESTIMATE: Different type offering will need plenty of push.

CAST: William Phipps, Susan Douglas, James Anderson, Charles Lampkin, Earl Lee. Produced, written, and directed by Arch Oboler.

STORY: When atom bombs explode the world over, a few people accidentally survive. Pregnant Susan Douglas wanders around until she happens on the lonely mountain lodge which houses William Phipps, another chance survivor, who was alone atop the Empire State building when New York received its impact. Douglas is uncertain of the fate of her husband. Soon after, they meet Negro Charles Lampkin, a bank attendant, and Earl Lee, elderly bank cashier, who were in the bank vault. Lee dies as another survivor, James Anderson, appears. He was alone atop Mount Everest. He refuses to help Phipps and Lampkin try to build for a better life, despises Lampkin, and only sets his heart on going to the cities, and looting them. Anderson also covets Douglas, and, after the baby is born, persuades her to go along to the city with him so that she can look for her husband. Anderson kills Lampkin when he tries to stop him. In the city, Douglas finds her husband dead. Anderson tries to stop her when she and the child seek to return but finds that he has contracted radiation poisoning, and abandons them. The baby dies during Douglas' return trip,

and, when her grief subsides, she rejoins Phipps in starting a new civilization together.

X-RAY: A novelty that will probably find its best attention in the art and class spots, this is devoid of marquee lure but the subject matter does have an absorbing quality which some discriminating audiences may find to their liking. Cast members are competent, and direction and production are good. However, for most situations it will probably just fit into the duallers.

TIP ON BIDDING: Lower bracket.

AD LINES: "Five People Tried To Start A New Civilization"; "A Preview Of What Happens When Atomic Blasts Almost Destroy Civilization"; "A World Is Rendered Almost Completely Dead."

MGM

The Great Caruso (127) DRAMA WITH MUSIC 109M.

(Color by Technicolor)

ESTIMATE: High rating.

CAST: Mario Lanza, Ann Blyth, Jarmila Novotna, Ludwig Donath, Carl Benton Reid, Eduard Franz, Dorothy Kirsten, Alan Napier, Vincent Renno, Peter Edward Price, Shepard Menken, Carl Millette, Yvette Duguay, Nestor Paiva, Ian Wolfe, Paul Javor, Mario Siletti, Angela Clarke, Argentina Brunetti, Blanche Thebom, Teresa Celli, Nicola Moscona, Giuseppe Valdengo, Lucine Amara, Marina Koshetz. Produced by Joseph Pasternak, directed by Richard Thorpe, associate producer, Jesse Lasky.

STORY: As a boy in Naples in 1873, Mario "Enrico Caruso" Lanza shows talent for singing. He refuses a chance to marry into a flour manufacturer's setup, preferring to sing. Lanza acquires a reputation as one of Europe's greatest tenors, but when he arrives in America his first performance at the Metropolitan Opera House is received coldly by the critics and particularly Carl Benton Reid, a rich patron of the arts. However, Reid's daughter, Ann Blyth, falls in love with Lanza. He has a triumphant tour, and returns to marry Blyth, who disregards her father's wishes in doing so. Lanza's success grows, but Reid is stubborn even after the first child, a girl is born. After contracting a cold, Lanza dies after finishing his number in an opera.

X-RAY: There have been few films so packed with music of the higher order, and with Lanza ideally cast in the role of the famous Caruso this is a picture to be appreciated by those who love the finer

things. While the repertoire is practically all operatic, however, the story has been handled with a down-to-earth touch that should appeal in all types of houses as it demonstrates the rise of a man with a God-given voice, and presents his love for humanity and particularly one girl. With the usual lush MGM production, and backed not only by names for the marquee but of also a high rank in music, this looms as a showman's natural. The long haired tendency of the film need not necessarily handicap it in mass audience houses as the film includes many merchandising opportunities. Lanza is a standout, appearing in his best role to date, and gets fine support from all concerned. The story offers nothing more than a thread for a succession of operatic numbers, although there are a few of more popular vein. Music includes: "The Loveliest Night Of The Year" and the music of Verdi, Leoncavallo, Tosti, Rossini, Donizetti, d'Hardelet, Puccini, Mascagni, Bach-Gounod, Ponchielli, von Flotow, Herbert, and De Curtis. Operatic numbers are heard from "Aida", "La Tosca", "Cavalleria Rusticana", "La Gioconda", "Rigoletto", "La Boheme", "Il Trovatore", "Lucia De Lammermoor", and "Martha", and from the comic opera, "Sweethearts." The story was written by Sonya Levien and William Ludwig, suggested by Dorothy Caruso's biography of her husband.

TIP ON BIDDING: Higher bracket.

AD LINES: "Once In A Generation Is There A Man Like 'The Great Caruso'"; "His Was A God-Given Voice . . . To Bring Joy To Humanity"; "The Story Of A Man Who Was Beloved By All But Who Loved Only One Woman."

MONOGRAM

Man From Sonora (5141) WESTERN 54M.

ESTIMATE: Above average for the series.

CAST: Johnny Mack Brown, House Peters, Jr., Phyllis Coates, Lyle Talbot, Lee Roberts, John Merton, Stanley Price, Dennis Moore. Produced by Vincent M. Fennelly; directed by Lewis Collins.

STORY: Ex-marshal Johnny Mack Brown, headed for a western community to buy a ranch, it robbed of his horse by a trio of bandits which has just held up a stage. In town, Brown is mistaken for the marshal called to investigate a series of stage robberies, and attempts on his life are made by a gang headed by House Peters, Jr., posing as a business man. After the real marshal is murdered, Peters tries to frame Brown, and turn him over to a

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bogus marshal in his employe, but Phyllis Coates thwarts the plot, and Brown sets out to find his stolen horse. The trail leads to the hideout of the gang, and, after overhearing their plans, Brown subdues the gang after a battle, ending the crime wave.

X-RAY: This shapes up as a better than average entry for the series by virtue of Maurice Tombragel's lean, logical screen play, Brown's commendable performance as the two-fisted hero, and Collin's able direction. Replete with fisticuffs, gunplay, and suspenseful situations, this is solid fare for the western fans.

AD LINES: "One-Man Posse On A Rampage"; "His Trigger Finger Signed The Death Warrants Of Badlands Killers!"; "The Story Of An Ex-Lawman Who Refused To Put His Guns Away."

PARAMOUNT

Appointment With Danger (5019) MELODRAMA 90M.

ESTIMATE: Good Ladd.

CAST: Alan Ladd, Phyllis Calvert, Paul Stewart, Jan Sterling, Jack Webb, Stacey Harris, Henry Morgan, David Rolfe, Dan Riss, Harry Antrim, Geraldine Wall, George J. Lewis, Paul Lees. Produced by Robert Fellows; directed by Lewis Allen.

STORY: When a postal inspector is murdered, the only witness to the dumping of the body in the darkness is nun Phyllis Calvert. Postal inspector Alan Ladd is assigned to investigate. Ladd traces Calvert, and establishes that the dead man was killed in another city. Calvert identifies Henry Morgan, whom she saw with the body. Ladd determines that one of the truck drivers in the local postoffice was involved, and learns that a huge robbery is planned. Ladd gets in with the gang headed by hotel operator Paul Stewart. The robbery is set but at the last minute some details are changed, and Ladd is forced to battle it out with the thugs, who try to use Calvert as a hostage. Help arrives, and the case is closed.

X-RAY: This Ladd entry is one of his better efforts, with a goodly amount of suspense, action, intrigue, and interest. The cast does a good job, and the direction and production are in the better class. The story was written by Richard Breen and Warren Duff.

TIP ON BIDDING: Good program price.

AD LINES: "Come Along With Postal Inspector Alan Ladd As He Keeps His 'Appointment With Danger'"; "Post Office Inspector Alan Ladd Learns Of A Planned Million Dollar Robbery"; "Thrills . . . Suspense . . . Action."

Dear Brat (5021) COMEDY 82M.

ESTIMATE: Mild comedy for the duallers.

CAST: Mona Freeman, Billy De Wolfe, Edward Arnold, Lyle Bettger, Mary Philips, Natalie Wood, William Regnolds, Frank Cady, Irene Winston, Patty Lou Arden. Produced by Mel Epstein; directed by William Seiter.

STORY: Mona Freeman uses the name of her father, Senator Edward Arnold, to organize a Society For The Rehabilitation of Criminals, and decides to give Lyle Bettger a job as gardener, despite the fact that Bettger swore revenge when Arnold, as a judge, sentenced him. When Arnold tries to fire Bettger, Freeman arranges matters so that it would hurt him politically to get rid of Bettger. Stuffy Billy De Wolfe brings over Arnold's infant grandchildren to stay with Arnold while his daughter and son-in-law take a vacation. Freeman tries so hard to "save" Bettger that the neighbors begin to talk, and to soothe her parents Freeman says

she really is in love with De Wolfe. De Wolfe, who suddenly finds himself engaged, hopes to reunite Bettger and his wife. While De Wolfe is in Bettger's wife's apartment, Bettger calls and goes into a rage. Meanwhile, Arnold and wife come home to find the babies gone, and notify the police. After confusion at the police station, the babies are home with their parents, Bettger returns to his wife and child, and Freeman goes back to her harassed beau.

X-RAY: Following the "Dear Ruth" pattern, this lightweight offering will fit into the duallers. The players turn in adequate performances, and the family trade should find it amusing. The screen play was written by Devery Freeman.

TIP ON BIDDING: Low bracket.

AD LINES: "You Laughed At 'Dear Ruth' . . . And Now You'll Roar At 'Dear Brat'"; "Join The Happy Throngs Seeing 'Dear Brat'"; "The Fun Riot Of The Year."

The Last Outpost (5020) OUTDOOR MELODRAMA 87M.

(Color by Technicolor)

ESTIMATE: Names should help Civil War melodrama.

CAST: Ronald Reagan, Rhonda Fleming, Bruce Bennett, Bill Williams, Noah Beery, Jr., Peter Hanson, Hugh Beaumont, John Ridgely, Lloyd Corrigan, Charles Evans, James Burke, Richard Crane, Ewing Mitchell, War Eagle. Produced by William H. Pine and William C. Thomas; directed by Lewis R. Foster.

STORY: Ronald Reagan, Confederate cavalry troop captain, is in the southwest territory. His brother, Bruce Bennett, sent to command a Yankee company, meets Rhonda Fleming, whom Reagan left back in Baltimore, Md. Fleming is now married to unscrupulous Indian trader John Ridgely. Using influence, Ridgely persuades Washington officials to order Bennett to enlist the aid of the Apache tribes in wiping out the "thorn in the side" Confederates. Ridgely's main purpose is to sell bad liquor and guns. Fleming finally leaves Ridgely, and goes to a nearby town to await a stage. Bennett and his company are ambushed by Reagan's men, and Reagan learns of Fleming's presence in the town. Ridgely is murdered by Indians, and his body discovered by Reagan, who learns of the probable Indian entry into the war, and realizes this would mean the slaughter of innocent civilians and Confederate sympathizers. Posing as a Yankee officer, he visits the Indians, who agree to keep out of the battle if he can free the young Indian held for Ridgely's murder. Reagan goes to town, still posing as a Yankee officer, and he and Fleming realize they are in love. An Indian scout bearing the flag of truce is murdered, and the battle is on. Reagan, allowed to escape by Bennett, hears the battle, and returns to save the embattled town.

X-RAY: With the angles for action houses, this is a nicely mounted Technicolor piece with standard performances registered by all members of the cast. Action elements hit hard during the latter half of the picture, and boost the interest considerably, and the names should also help. This was written for the screen by Geoffrey Homes, George Worthing Yates, and Winston Miller.

TIP ON BIDDING: Fair program price.

AD LINES: "A Little Known Episode Of The Civil War"; "Excitement! Action! Drama!"; "Indians On The Warpath!"

RKO

Gunplay WESTERN 61M.

ESTIMATE: Routine western.

CAST: Tim Holt, Joan Dixon, Richard Martin, Harper Carter, Mauritz Hugo, Robert Bice, Marshall Peed, Jack Hill, Robert Wilke, Leo McMahon. Produced by Herman Schlom; directed by Lesley Selander.

STORY: Robert Bice, and his young son, Harper Carter, look for the man who cheated Bice out of a fortune. The man, Mauritz Hugo, is powerful and wealthy. Hugo agrees to give him back his fortune, and gives him some money, but Hugo sends his men after Bice, and they kill him. Tim Holt and Richard Martin, working for Joan Dixon, find young Carter looking for his father. After locating Bice's body, Dixon takes the boy home, and orders Holt and Martin to report the killing. When Hugo learns Carter is still alive, he tries to kidnap him, and then gets a court order to adopt the boy. Holt and Martin sneak into Hugo's room searching for evidence to prove that Hugo had Bice killed and that his fortune legally belongs to Carter. Hugo has them arrested but Holt finds an old picture proving that Hugo and Bice knew each other in the past. Carter takes the picture to Dixon, who goes to check the identity. Hugo learns of this, and boards the stage but Carter helps Holt and Martin break jail, and they overtake the stage in time to capture Hugo.

X-RAY: This routine entry should satisfy the series fans. Direction and production are up to par. This was written by Ed Earl Repp.

TIP ON BIDDING: Usual series price.

AD LINES: "A Photograph Brings Murder To The Range"; "Tim Holt Battles A Powerful Killer"; "Why Did A Killer Fear A Young Boy?"

Tokyo File 212 MELODRAMA 84M.

ESTIMATE: Topical yarn packs plenty of exploitation angles.

CAST: Florence Marly, Robert Peyton, Katsuhiko Haida, Reiko Otani, Tatsuo Saito, Satoshi Nakamura, Heihachiro Okawa, Suisei Matsui, Jun Tazaki, Dekao Yokoo, Hideto Hayabusa, Gen Shimizu, and members of the U. S. Army in Japan. Directed by Dorrell and Stuart McGowan. A Breakston-McGowan Production.

STORY: Robert Peyton, attached to G-2 Army Intelligence, comes to Tokyo to check into suspected Communist sabotage, meets Florence Marly, who seeks to help him, and is rebuffed by a former Japanese college pal now a Communist. After a series of mysterious happenings, the Jap pal gives his life to help bring the guilty Japs to justice. Marly is partly implicated, and must serve a light jail sentence. Peyton leaves, his job finished.

X-RAY: Biggest asset here is the fact that this was made in Japan. The cast is, for the most part, Japanese. Aside from Marly, the marquee angles are nil, so the returns will depend totally on the ballyhoo, sensational or otherwise. Production values are adequate, considering the made-in-Japan angles, and the Japanese players are competent. The story was written by George Breakston. There is one geisha number and some incidental Japanese music.

TIP ON BIDDING: Program price.

AD LINES: "Murder In Japan . . . What Was The Reason?"; "Tokyo File 212! . . . A Story Of Far East Intrigue"; "What's The True Story About Japan . . . See The Answer In 'Tokyo File 212'."

REPUBLIC

Thunder In God's Country (5052) WESTERN 67M.

ESTIMATE: Routine western.

CAST: Rex Allen, Mary Ellen Kay, Buddy Ebsen, Ian MacDonald, Paul Harvey, Harry Lauter, John Doucette, Harry Cheshire. Produced by Melville Tucker; directed by George Blair.

STORY: Escaped murderer Ian MacDonald hopes to establish a gambling resort by getting Paul Harvey elected as mayor but when the local editor recognizes MacDonald, he kills him. When western artist Rex Allen arrives to paint, and visit his wartime friends, Deputy Marshal Buddy Ebsen and Marshal Harry Lauter, the three of them team up again to find the killer. MacDonald first frames Ebsen to tie him in with the gamblers, and when one of the gang confesses MacDonald has him killed to make it appear as if Lauter did it. Allen, who knows MacDonald's real identity, tricks him into admitting everything. MacDonald attempts to escape, but Allen traps him, and MacDonald falls off a cliff to his death. With the town cleaned up, Allen goes on his way.

X-RAY: This sticks close to the routine western formula with the usual amount of riding, shooting, and chasing. Songs include: "Melody Of The Plains", "Mollie Darling", and "John Henry." This was written by Arthur E. Orloff.

AD LINES: "Rex Allen And His Wonder Horse Koko In A Thundering Saga Of The West"; "A Killer Who Uses His Fists Stalks The Plains"; "Rex Allen's Blazing Guns And Battling Fists."

20TH-FOX

On The Riviera (115) COMEDY WITH MUSIC
90M.

(Color by Technicolor)

ESTIMATE: High rating.

CAST: Danny Kaye, Gene Tierney, Corinne Calvet, Marcel Dalio, Jean Murat, Henri Letondal, Clinton Sundberg, Sig Ruman, Joyce MacKenzie, Monique Chantal, Marina Koshetz, Ann Codee, Mari Blanchard, Ethel Martin, George Martin, Vernal Miller, Ellen Ray, Gwyneth Verdon, Rosario Imperio, Antonio Filauri, Charles Andre, Franchesca Di Scaffa, Joy Lansing, Eugene Borden, Albert Pollet, Andre Toffel, Albert Morin, George Davis, Tony Laurent, Peter Camlin, Jack Chefe. Produced by Sol C. Siegel; directed by Walter Lang.

STORY: Danny Kaye, American entertainer on the French Riviera, looks exactly like a celebrated French pilot who makes a round-the-world flight. The latter is hard pressed financially, and needs money from industrialist Jean Murat or else he will face ruin. To assist in getting money, Kaye is hired to impersonate the Frenchman, a secret which the latter's wife, Gene Tierney, knows about but which annoys Kaye's partner, Corinne Calvet. After misunderstanding, confusion of twin personalities, etc., Kaye winds up getting paid handsomely for his impersonation. The Frenchman gets the money, and also wins the love of Tierney, whom he had been ignoring for other women.

X-RAY: Bringing back Kaye to the type of show that helped him to the top of the ladder, this is a gay, entertaining, fun-packed film that should register in the higher brackets. There is plenty of audience appeal, and the comedy, dancing, songs, production numbers, etc., and word-of-mouth should be excellent. Kaye's songs, by Sylvia Fine, are up to standard, and a puppet production item is especially praiseworthy. The Tierney, Calvet names will help on the marquee, and the svelt 20th-Fox production also gives the show a lift. From all angles, this is an audience pleaser. Songs include: "On The Riviera", "Popo The Puppet", "Rhythm Of A New Romance", and "Happy Ending." The

screen play was written by Valentine Davies and Phoebe and Henry Ephron, based on a play by Rudolph Lothar and Hans Adler.

TIP ON BIDDING: Higher bracket.

AD LINES: "Danny Kaye . . . At His Best"; "He Fooled Everybody As An Impersonator . . . Except The Other Man's Wife"; "She Thought She Was In The Arms Of Her Husband . . . Until Her Husband Told Her She Wasn't."

U-International

Apache Drums (123) WESTERN
75M.

(Color by Technicolor)

ESTIMATE: Good outdoor show.

CAST: Stephen McNally, Coleen Gray, Willard Parker, Arthur Shields, James Griffith, Armando Silvestre, Georgia Backus, Clarence Muse, Ruthelma Stevens, James Best, Chinto Gusman, Ray Bennett. Produced by Val Lewton; directed by Hugo Fregonese.

STORY: In a western town, Spanish Boot, in the 1880's, the Apaches are on the war-path, hard pressed by Union soldiers. Stephen McNally, a gambler, who makes a buck the easy way, is ordered out of town by mayor Willard Parker but returns to warn the residents that Apaches are near. After a near escape when the Indians attack a water train, McNally again returns to town. In a final surge, the Apaches begin an all-out offensive, and force McNally, Parker, and what remains of the soldiers, women, and children into a church. Through the night, the Indians make sporadic attacks, and Parker gives his life to stall for time. Just as it seems the Indians will break through, more soldiers arrive, and the day is saved.

X-RAY: An unusual western in that it benefits more from good writing, direction, and production than is ordinarily the case, this is a creditable film that ought to run into the better money. Despite the fact that all the elements are familiar, the story, people, and characterizations have been so handled that there is a freshness about the picture. McNally and Parker have the major roles, with Arthur Shields, as a town minister; Coleen Gray, as the lady in the case, and other contributing good performances. It goes without saying that action lovers will be satisfied but there is something here, too, for houses whose patrons can appreciate a better job of a familiar theme. The screen play was written by David Chandler from a story by Harry Brown.

TIP ON BIDDING: Good program price.

AD LINES: "Death Neared When The 'Apache Drums' Were Heard"; "Hero . . . Or . . . Renegade . . . He Was a Man's Man"; "They Chose Their Own Death Trap . . . Until Fate Brought Them Life."

Smuggler's Island (121) MELODRAMA
75M.

(Color by Technicolor)

ESTIMATE: Fair programmer.

CAST: Jeff Chandler, Evelyn Keyes, Philip Friend, Marvin Miller, Ducky Louie, David Wolfe, Jay Novello, H. T. Tsiang. Produced by Ted Richmond; directed by Edward Ludwig.

STORY: Jeff Chandler, former officer in the navy, conducts a diving business at Macao. When Evelyn Keyes gets him to salvage drugs lost in a plane crash, the drugs turn out to be \$200,000 in gold. Chandler falls for Keyes, and she tells him if he will bring the gold to Hong Kong, her husband, Philip Friend, will agree to a divorce. However, pirate chief Marvin Miller wants a cut. After a skirmish in which Miller and Friend die, the ship blows up, taking the gold to the bottom of

the sea, but leaving Chandler clinching with Keyes.

X-RAY: While the Technicolor is attractive, and this has names for the marquee, this never quite makes the grade. The title should be attractive in some areas, but the routine story hardly allows some generally competent actors to get going. Chandler is bogged down, while Keyes, Friend, Miller, and others do as well as they can with familiar parts. Exploitation-wise, the title and Macao background lend themselves to extensive merchandising. The story was written by Herbert Margolis and Louis Morheim.

TIP ON BIDDING: Program price.

AD LINES: "Macao . . . City Of Lust . . . And Pirate Greed"; "He Risked His Life For \$200,000 And A Woman's Arms"; "Could He Buy A Wife With Illicit Treasure?"

FOREIGN

First Front HISTORICAL DRAMA
77M.

(Artkino)

(Russian-made) (English titles)

ESTIMATE: Import has limited appeal for Russian houses.

CAST: A. Dyky, Y. Shumsky, V. Merkuriev, V. Livanov, N. Simonov, M. Astangov, V. Gaidarov, N. Cherkasov. Directed by Nikolai Virta.

STORY: With the Germans at the gates of Stalingrad, A. "Stalin" Dyky fights for time to build up a counter offensive, and his requests for a second front are turned down by the English and Americans. M. "Hitler" Astangov demands that his forces adhere to his time schedule, and under General V. Gaidarov throws the might of the German army against the defenders. As the Russian winter slows down the offensive, Dyky and military adviser General Shumsky draw up plans for a huge counter-offensive. As the picture closes, the plans are ready to be put into execution.

X-RAY: Very much like a documentary in form, this consists entirely of battle scenes, and views of Russian and German war leaders pouring over maps and making plans. Except for those who are solid supporters of the Russian line of propaganda, the Soviet version of statements and actions will probably not meet with general approval.

AD LINES: "See The Remarkable Defense Of Stalingrad"; "See The Greatest Battle Scenes Ever Presented"; "The True Story Of The Heroic Defenders Of Stalingrad."

No Place For Jennifer DRAMA
90M.

(Associated British)

(Stratford)

ESTIMATE: Interesting import.

CAST: Leo Genn, Bea Campbell, Rosemund John, Grey Middleton, Janette Scott. Produced by H. G. Inglis; directed by Henry Cass.

STORY: Architect Leo Genn and wife Rosemund John have delayed divorce proceedings due to concern over their 12-year-old daughter, Janette Scott. To try a temporary separation, Genn takes Scott to live in the country, where he meets Bea Campbell, school teacher. The divorce comes through, and Genn and Campbell decide to marry. Time passes, and Campbell becomes pregnant, and tells Scott, who becomes moody, and Genn and Campbell decide to send her to a child mental service in London. Scott improves, and John, wed to a successful businessman, rushes her off to a Paris-bound plane. Genn and an attorney hold up the plane to retain custody of the child. John at-

tempts in court to show cause why she should be permitted to keep Scott, but Scott runs away, wanders through London streets, pawns a trinket, and boards a train for the village. Genn and John tell her she can live with the village family with whom she found happiness. Genn goes back to his country home with Campbell, and John returns to London.

X-RAY: Primarily a domestic drama, this concentrates upon the adventures of a 12-year-old girl, impressively played by Scott. J. Lee Thompson's screen play is consistently interesting, and a good English cast plays earnestly and with understanding.

AD LINES: "See The Divorce Problem Through The Eyes Of A 12-Year-Old"; "She Thought Her Parents Had No Place For Her—And She Was Right"; "A Powerful Domestic Drama."

Riptide

MELODRAMA
75M.

(Films International)

(French-made) (English titles)

ESTIMATE: Okeh French import.

CAST: Gerade Philipe, Madeleine Robinson, Jane Marken, Jean Fervars, Gabriel Gobin, Directed by Yves Allegret.

STORY: Gerade Philipe arrives at a sea resort where the other guests are an old mute, a middle aged couple, and a salesman who talks of his wife and children. Another man, Jean Fervars, requests that his meals be served there. The newspapers arrive, and the landlady reads aloud of the murder of a famous female singer. The news seems to disturb Philipe, and he rushes into the rain. As the days pass, Philipe tries to become friendly with an orphan, Gabriel Gobin, who is used around the hotel for menial jobs. Servant girl Madeleine Robinson is drawn to Philipe. When the landlady is playing a record of the murdered singer, Philipe smashes the record, and storms out. Fervars follows him, and Philipe admits that he killed the singer. Fervars agrees not to tell if Philipe gives him the jewels that were missing. The two have a fight. Robinson hears Fervars calling the police, and arranges to have Philipe taken across the border into Belgium. Before the truck arrives, Philipe tells Gobin that he had the same job as he has now, and that he should be careful not to make the same mistakes that he did. Philipe then kills himself.

X-RAY: More a series of character sketches than a unified film, this moody import has some interesting moments. Both the performers and the camera do a good job of capturing the dreary atmosphere of the deserted French sea coast. An entry with a little different approach, this should please most art house audiences.

AD LINES: "Passion . . . Violence . . . Suspense . . . See 'Riptide'"; "A Film Only The French Could Make"; "Gerade Philipe In His Greatest Role Since 'Devil In The Flesh'."

The Rivals

DOCUMENTARY
40M.

(Artkino)

(Russian-made) (English narration)

ESTIMATE: Interesting documentary for the Russian houses.

CREDITS: Produced by the Sverdlovsk Popular Science Film Studio; directed by Y. Zadorozhnyi.

STORY: Two horses are sired by the most famous trotter in Russian history. One of the colts is gentle and easy to handle while the other is difficult, but both possess great speed. It becomes clear that the quiet horse has the greater speed, and is selected for further training as a trotter while his brother is sent to work on a collective farm. The gentle horse develops to the point where he breaks some of his father's records. Meanwhile, the more diffi-

cult horse is patiently being trained on the farm for local district races. He wins, and then goes on to win races all over the country. Finally, the two brothers are matched. The two fight it out, and the farm horse sets a new track record.

X-RAY: This entry offers an interesting study of two horses and Russian training methods. There are some fine shots of the horses at various stages in their lives, and the racing scenes generate excitement. This was written by M. Vitukhnovsky.

AD LINES: "An Amazing Study Of Two Horses"; "True Story Of The Soviet's Greatest Trotters"; "Thrilling Battle Of Champions."

The Treasure

FARCE
102M.

(Pol-Ton Film)

(Polish-made) (English titles)

ESTIMATE: Mildly amusing Polish farce.

CAST: Danute Szaflarska, Jerzy Duszynski, Adolf Dymsha, Jadwisa Chojnacka, Ludwik Sempolinski, Alina Janowska, Wacław Jankowsky, Kazimierz Szubert. Directed by Marian Leonard.

STORY: Forced to spend their wedding night separated because of the housing situation in Warsaw, Danuta Szaflarska and Jerzy Duszynski search for an apartment. Szaflarska discovers one, and the young couple learn that they are sharing the apartment with eccentric characters. Life becomes almost unbearable living with snooping landlady Jadwiga Chojnacka, her flirtatious niece, Alina Janowska, and Adolf Dymsha, who makes his living as an animal imitator and is madly in love with Janowska. After complications, the group becomes convinced there is a treasure hidden in the walls. They begin to tear down the walls, the building caves in, exposing an old time bomb, entombing all the inhabitants. The tenants stop their bickering, and finally workers building a new road rescue them. Szaflarska and Duszynski eventually get a new apartment, and Janowska agrees to marry Dymsha.

X-RAY: This Polish import has some amusing situations but it suffers from being too long. In addition, coming from behind the Iron Curtain limits its appeal. The screen play is by Ludwik Starski.

AD LINES: "What Was The Treasure To Be Found In The Ruins Of Warsaw?"; "Love Will Find A Way . . . Sometimes"; "The Polish Comedy Hit Of The Year."

The Victors and the Vanquished

HISTORICAL
DRAMA
76M.

(Artkino)

(Russian-made) (English titles)

ESTIMATE: Okeh entry for Russian houses.

CAST: A. Dyky, Y. Shumsky, V. Merkuriev, V. Livanov, M. Astangov, V. Gaidarov, N. Ribnikov, N. Komissarov, N. Kolesnikov. Directed by Nikolai Virta.

STORY: After A. "Stalin" Dyky and staff make up the master plan for a huge counter-offensive at Stalingrad, he puts general V. Livanov in charge. The Russians break through the German lines. Nazi general V. Gaidarov attempts to stem the tide, but the Soviet leader seems to anticipate his move. The Germans become desperate. M. "Hitler" Astangov gives his officers orders to throw the Russians back but Russian tactics finally encircle all the Nazi armies in the area. Dyky asks the Germans to surrender, and Gaidarov requests permission to make the decision about surrender, but is told to fight to the end. The final phase ends in a complete Russian victory.

X-RAY: This import offers a study of how the Russians executed their offensive at Stalingrad. Without using newsreel shots, some extremely effective battle scenes are presented.

AD LINES: "See The Defeat Of The Nazi Armies At Stalingrad"; "Winner Of The 1950 Stalin Film Prize"; "Victors And The Vanquished'."

The Shorts Parade

TWO REEL

Comedy

BLONDE ATOM BOMB. Columbia—All Star Comedies. 17m. As Andy Clyde learns that his young nephew is running around with a night club dancer, Clyde goes to see the dancer, and even offers to pay her off with money from his lodge's treasury. The girl steals the money, and her jealous husband enters, and starts chasing him. Clyde's wife adds to the confusion. This one has nothing new to offer. **FAIR.** (3415).

GENERAL NUISANCE. Columbia—Comedy Favorite Re-releases. 17m. When first reviewed in *THE SERVICE* of September, 1941, it was said: "To get into the good graces of a girl, Buster Keaton joins the army, where he expects to be a general for a couple of days. After grappling with army doctors and a trouser-chasing nurse, he lands in the army hospital, winning the girl by bringing down the beserk army butcher. It's full of silly, unimaginatively concocted slapstick. **FAIR.**" (3435).

Documentary

THE MACARTHUR STORY. RKO—This Is America. 16m. With General MacArthur in the headlines, this offers a crisp summary of highlights of his career, with only slight comment on the controversy resulting from his removal from his top post in the Far East. Thanks to good editing, this moves along rapidly, and it should have interest anywhere. **GOOD.** (13109).

Sports

BASKETBALL HEADLINERS OF 1951. RKO—Special. 17m. Following some montage of newspaper headlines anent the scandal that hit college basketball in mid-season and an explanation that this did not cause the game to fold, this two-reeler follows the pattern of those of other years. The photography is excellent, and the subject should have great appeal to followers of the game, although it may prove repetitious to others. Seen are Brigham Young vs. St. Louis; St. Bonaventure vs. St. John's; Arizona vs. Dayton; Seton Hall vs. N. J. State; Brigham Young vs. Dayton; Columbia vs. Illinois; Illinois vs. Kentucky; Kentucky vs. Kansas State; East vs. West all-stars, and Harlem Globetrotters vs. College All-Americans. **GOOD.** (13801).

ONE REEL

Color Cartoon

BOOK REVUE. Warners—Blue Ribbon Hit Parades. 7m. When first reviewed in *THE SERVICE* in December, 1945, it was said of this Technicolor cartoon: "The scene is a book store at night. Starting with the noise of a jivey bird when the clock strikes 12, the place gets jumping with many characters imitating famous celebrities. Daffy Duck does a Danny Kaye impersonation, and such other celebs as Frank Sinatra, Harry James, and Benny Goodman are represented. **GOOD.**" (7310).

CORN CHIPS. RKO—Walt Disney Cartoon. 7m. After Donald Duck tricks some chipmunks into some snow shoveling, they swear to get even. They steal some popcorn, and, after the usual chase, Donald builds a fire beneath a hollow tree to

smoke them out. They pour the corn down the hollow tree, and it pops out like a blizzard, "snowing in" Donald Duck once more. GOOD. (14112).

HALF PINT IN THE ELEPHANT MOUSE. 20th Century-Fox-Terrytoon. 7m. While the other elephants are sleeping, little Half Pint goes into a house occupied by the cat, a champion mouse-killer. The cat thinks that Half Pint is a huge mouse, and, when he attacks him, Half Pint throws him out. The cat tells two alley cats about the huge mouse but they don't believe him, and toss him back into the house. Finally, the cat succeeds in spanking Half Pint, who cries so loudly that his huge mother comes to the rescue. GOOD. (5112).

HIS MOUSE FRIDAY. MGM-Cartoons. 7m. Tom, adrift on a raft, finally lands on an island where Jerry is having a pleasant time. Tom tries to make Jerry serve as his meal but the latter turns the tables, posing as a cannibal. When Tom learns of the deception, real savages come around, and both take it on the lam. FAIR. (W-246).

HOME MADE HOME. RKO-Walt Disney Cartoons. 7m. Goofy building his own home, gets tangled up in the voluminous blueprints, and has quite a time as a glazier, painter, etc. Finally, at a housewarming, his friends wreck the house, and it falls apart completely. FAIR. (14111).

A HOUND FOR TROUBLE. Warners-Looney Tunes. 7m. One of the better members of the series, this has the stow-away hound landing in Italy, where he has trouble getting a master. Finally, he gets in the hair of the restaurant owner, who promises him a home, and leaves him holding up the leaning tower of Pisa. This has many good gags and humorous moments. GOOD. (7712).

JITTERBUG KNIGHTS. Columbia-Color Favorites Re-releases. 7m. When first reviewed in *THE SERVESECTION* of August, 1939, it was said of this Technicolor cartoon: "A son is born to the king, who tosses a gala party in celebration. Fairies wave wands over the heir apparent's head, and order him to become a jitterbug whereupon a swing session gets under way. It all doesn't make sense. FAIR." (3508).

MIGHTY MOUSE IN GOONS FROM THE MOON. 20th Century-Fox-Terrytoon. 7m. The quiet mouse village is thrown into panic when it learns that a strange planet is coming. The planet lands, and throngs of bat-winged cats, with strange weapons attack the population. Finally, Mighty Mouse sends the invaders fleeing. GOOD. (5110).

THE TALKING MAGPIES IN THE RAINMAKERS. 20th Century-Fox-Terrytoon. 7m. Heckle and Jeckle's picnic is ruined by rain, and they wish that it would stop raining forever. Weeks go by without rain. Heckle and Jeckle build a helicopter, and go searching for clouds to make rain. In their anger, the clouds create a torrential rain, and the two magpies are given an ovation by the people. GOOD. (5113).

Novelty

ANYTHING FOR LAUGHS. Warners-Novelties. 10m. Old-timers may get some kick out of this modern version of an old Larry Semon comedy, "The Show." Although a commentator tries to be funny, and the sound effects give the short a voice, the main interest rests in the Semon technique, a timing of gags that few have ever equalled. FAIR. (7606).

JIMMY McHUGH'S SONG PARTY. Columbia-Screen Snapshots. 10½m. In the home of song writer Jimmy McHugh,

a party is being held celebrating his 28 years in the business. Lex Barker, Rhonda Fleming, Frank DeVol, Louella Parsons, and others are seen and heard from. Several songs are heard, "Shotgun Boogie," sung by Tennessee Ernie; "I Can't Give You Anything But Love Baby," sung by Dottie O'Brien; The Freshmen sing "I Woke Up This Morning," and Ginny Simms does "Exactly Like You." GOOD. (3856).

Color Sports

LET'S GO MARLIN FISHING. 20th Century-Fox. Sports Review. 10m. Ed Thorgersen takes the viewer on a fishing trip in the Bahamas. The bait is prepared, and the line thrown out in hopes of hooking a marlin. The first strike is from a young marlin that is put back in the water after being landed, and the next is from a huge blue marlin. After a long struggle the fish is landed, and weighs in at 449 pounds. GOOD. (3102).

Too Late To Classify

Features

The First Legion

DRAMA
86M.

(United Artists)
(Sirk)

ESTIMATE: Well-made drama.

CAST: Charles Boyer, William Demarest, Lyle Bettger, Barbara Rush, Leo G. Carroll, Walter Hampden, Wesley Addy, Taylor Holmes, H. B. Warner, George Zucco, John McGuire, Clifford Brooke, Dorothy Adams, Molly Lamont, Queenie Smith, Jacqueline DeWitt, Bill Edwards. Produced and directed by Douglas Sirk.

STORY: A Jesuit seminary in a small town is a relatively quiet place. When a sick priest, H. B. Warner, paralyzed, walks, the event is hailed as a miracle. Pilgrims flock to the seminary seeking cures. One of the priests, Charles Boyer, is troubled, and questions the attending doctor, Lyle Bettger, ex-Catholic turned agnostic, who says he has no medical explanation. However, when he sees Barbara Rush, his crippled friend, get caught up in the miracle frenzy, he admits to Boyer that the miracle was a hoax but binds him to secrecy under the seal of the confessional. When Boyer is ordered to Rome to plead the cause of the miracle by the Rector Leo G. Carroll, he must refuse without explanation, and Carroll suffers a heart attack, and dies. Bettger releases Boyer from the secrecy pledge, and confesses to Rush but she refuses to believe him. As Bettger is at the seminary preparing to bid goodbye, he and Boyer see Rush wheel her chair into the chapel. After she prays, she gets out of the chair and takes several steps, and faints. She later tells them that she prayed for Bettger, and her walking was the result. Bettger does a little praying of his own. Boyer is appointed rector in Carroll's place.

X-RAY: Though this concerns itself with religion and people who devote their lives to it, the film also deals with others and their problems as they are touched by religious belief and feeling, and the net result is an interesting film that presents a religious viewpoint and also provides entertainment. The subject is admirably lightened by the gayer dialogue and actions of William Demarest, the story is interesting, and the players perform extremely well, with Boyer, Bettger, and Demarest proving particularly good. This can do well where a little care is used in the selling. Emmet Lavery adapted the film from his play.

TIP ON BIDDING: Fair program price.

AD LINES: "A Woman Had Faith, And Was Rewarded"; "She Prayed For Her Man"; "A Fine Play Brought To The Screen As A Stirring And Memorable Film."

Bullfighter and the Lady (5009)

DRAMA
89M.

(Republic)
(Made in Mexico)

ESTIMATE: Interesting programmer.

CAST: Robert Stack, Joy Page, Gilbert Roland, Virginia Grey, John Hubbard, Katy Jurado, Antonio Gomez, Ismael Perez, Rodolfo Acosta, Ruben Padilla, Dario Ramirez. Associate producer and director, Budd Boetticher.

STORY: Robert Stack, American sportsman visiting Mexico, persuades leading matador Gilbert Roland to teach him bullfighting. Stack also directs his attentions toward Joy Page, sweetheart of bullfighter Antonio Gomez. Page repels Stack's advances, and disparages his interest in bullfighting, but when Stack becomes expert with the cape and sword, she renounces Gomez for him. Stack finally is billed to fight in the Mexico City arena. After masterfully baiting the bull, he turns his back on the animal, and drops to his knees in the traditional gesture of courage. When the bull rushes toward Stack, Roland leaps into the arena to divert the beast, and is gored to death. Stack's life is endangered by his causing the death of Roland, a national hero, and Page tries to persuade him to flee the country, but Stack arranges another fight as a benefit for Roland's widow. With a spectacular demonstration of courage in the bull ring, Stack redeems himself with the hostile fans, and clinches his romance with Page.

X-RAY: Authentic bullfighting scenes, filmed in Mexico, makes this a tense, interesting program entry. The camera's constant preoccupation with dramatic closeups of Stack to underline unimportant bits of dialogue is the only distraction from the generally brisk pace that has been achieved by a simple story, a taut script, and convincing performances by Stack, Roland, and Page. Most audiences should find the colorful locale, the details of a bullfighter's training, and the actual bullfighting scenes satisfactorily diverting. The screen play is by James Edward Grant, from a story by Budd Boetticher and Ray Nazarro.

AD LINES: "A Drama Of Life And Death In The Bull Ring!"; "What Happens When An American Steps Into The Shoes Of Mexico's Greatest Bullfighter?"; "He Faced Death In The Arena For The Love Of A Beautiful Girl."

Sealed Cargo

MELODRAMA
90M.

(RKO)

ESTIMATE: Good program melodrama.

CAST: Dana Andrews, Carla Balenda, Claude Rains, Philip Dorn, Onslow Stevens, Skip Homeier, Eric Feldary, J. M. Kerrigan, Arthur Shields, Morgan Farley, Don Dillaway, William Andrews, Lee MacGregor. Produced by Warren Duff; directed by Alfred Werker.

STORY: During World War II, Gloucester fishing master Dana Andrews signs on Danish sailor Philip Dorn, and also takes passenger Carla Balenda, headed for a remote Newfoundland fishing village. En route, Dana sights a Danish squaremaster, but finds only its captain, Claude Rains, who tells a story of having been shot at by Nazi submarines, his crew deserting. Dana brings the ship into the Newfoundland port, and then discovers that it is really a mother ship for submarines, and that one of his crew, Eric Feldary, is working with the Nazis. After plenty of skulduggery, the Nazi crew members of the squaremaster, who had come back to

the ship, are overpowered, Rains is killed, and the squaremaster blown up, taking with her a few of the subs.

X-RAY: A suspenseful melodrama, combining mystery angles with a tight script, this is a good programmer that has names to help the marquee. The direction and production are above average, and interest is held throughout. Dana, Dorn, and Rains turn in okeh performances, with Balenda minor in what romantic role there is. This is adapted from "The Gaunt Woman," by Edmund Gilligan.

TIP ON BIDDING: Good program price.

AD LINES: "What Was The Mystery Of The Gaunt Woman?"; "Thrill To The Story Of World War II Daring"; "They Were Only A Few Against Many . . . But They Sent The Scourge Of The Seas To Davy Jones' Locker."

Stop That Cab (5014)

COMEDY
56M.

(Lippert)

ESTIMATE: For the lower half.

CAST: Sid Melton, Iris Adrian, Tom Neal, Marjorie Lord, Greg McClure, Chester Clute, Minerva Urecal, Glenn Denning, Diane Garrett, William Haade, Mario Siletti, Renata Vanni, Jack Roper, Ed East, Jesse Kirkpatrick, Vito Scotti, Carla Martin. Produced by Abrasha Haimson; directed by Eugenio De Liguoro.

STORY: Hollywood cab driver Sid Melton is harassed by his nagging wife, Iris Adrian, and a number of fares, including a radio quiz contestant in pursuit of a movie star, an expectant mother who gives birth in his cab, and, finally, a gunman who robs him of the reward the quiz contestant gave him for his aid in winning the contest.

X-RAY: Loosely connected episodes and forced humor characterize this weak comedy offering. Melton's repetitious telephone calls to his wife soon become boring, and the contrived comedy situations fail to register. This may find acceptance with less discriminating audiences as a twin bill entry. The screen play is by Louella McFarlane and Walter Abbott.

AD LINES: "You Think You've Got Troubles? Wait Until You See Sid Melton In 'Stop That Cab!'"; "The Rollicking Adventures Of A Hollywood Cabbie!"; "Babies And Bandits Spell Trouble For Sid Melton In 'Stop That Cab!'"

Suicide Attack

COMPILATION
65M.

(Floreia)

ESTIMATE: Exploitable war compilation.

CREDITS: Produced by Lohn Florea and Charles W. Rhodes; narrated by Paul Dubov; edited by Carlo Lodato; written by Louis Pollock; directed by Irving Lerner.

STORY: This is a Japanese view of World War II in the Pacific, from Pearl Harbor to Okinawa, as seen through the cameras of Nipponese army and navy photographers. Depicted are the attack on Pearl Harbor, various invasions, American B-29 raids on Japan and such episodes as the surrender of Corregidor, the Bataan Death March, and the sentencing of a Doolittle flying crew. Considerable footage is allotted to Kamikaze pilots as they make suicide attacks on American vessels.

X-RAY: While not overpowering or gripping, this is a somewhat stimulating, ably constructed view of the war through Japanese eyes. A number of murkily filmed and repetitious sequences tend to detract from the film but there are also many informative and interesting episodes. Since most of the scenes are self-explanatory, the narration at times seems extraneous, but has the virtue of sticking close to an approximate translation of the original Japanese sound track so that one may study Japanese propaganda methods while observing the Oriental fighting man in action. The exploitation angles are self-evident.

AD LINES: "See The Picture That Was To Be Tojo's Victory Film!"; "All The Memorable Scenes Of World War II In The Pacific . . . As Seen Through Japanese Eyes!"; "An Amazing Closeup Of The Oriental Fighting Man!"

Dream Ballerina

DRAMATIC MUSICAL
78M.

(AFE)

(French-made) (English dialogue)

ESTIMATE: Art house attraction has limited appeal.

CAST: Violette Verdy, Gabrielle Dorziat, Henri Guisol, Romney Brent, Margo Lion, Jean Mercure, Sergeol, Philippe Nicaud. Produced and directed by Maurice Berger.

STORY: Ballet dancer Violette Verdy's debut is spoiled when there is a disturbance in the balcony caused by gangster Philippe Nicaud. He sneaks out, and he and his gang rob a jewelry store. Nicaud then rushes back to the theatre, and arranges with Verdy to meet her later. Verdy, disappointed at her failure, goes home, and her sleep is disturbed by a series of dreams involving men in her life. She sees herself on a trip to Paris with theatre manager Romney Brent. She then dreams of her wedding to wealthy jeweler Henri Guisol, the huge reception, and a desert honeymoon. In the third dream, she imagines herself wed to Nicaud, with adorable children. Verdy's dreams are disturbed by the alarm clock. She goes to meet Nicaud but she is met by a detective. Nicaud tried to use Verdy as his alibi, but she realizes he is lying when he says she got a dozen curtain calls. Brokenhearted, Verdy dances again with tremendous success.

X-RAY: With the plot being used only to supply continuity, most of the footage is devoted to ballet sequences. The dances are fresh and imaginative, and the performers attractive and talented. However, those who do not care for ballet in large doses will find little here to please them. The screen play is by Maurice Berger.

AD LINES: "If You Love Ballet, 'Dream Ballerina' Is A Must On Your Movie List"; "An Exciting New Form Of Film Entertainment"; "Vibrant Violette Verdy Dances Straight To Your Heart."

Shorts

SCIENCE IN THE ORCHESTRA. British Information Services. 34m. This interesting and informative film devotes itself to a scientific study of principles involved in producing sounds and music. With Muir Mathieson narrating and conducting the London Symphony Orchestra, the first part deals with the nature of sound. Through diagrams and demonstrations an attempt is made to explain how sound travels through the air, and how the human ear is equipped to receive sound waves. The second part, "Exploring The Instruments," explains how notes of different pitch are produced by changing the length of a vibrating column of air or string. How the shape of the lips can produce a variety of notes is also demonstrated. The final section, "Looking At Sounds," uses the audio-spectrometer. It is shown how each instrument, playing the same note, has different quality. Although discussing a rather complex subject by the use of a number of fairly simple and interesting demonstrations, this short does a fine job of telling its different story. **EXCELLENT.**

4 SONGS BY 4 GENTLEMEN. National Film Board of Canada. 7m. With a male quartet supplying the background, four songs are presented, and given a weak cartoon treatment. Although the words are flashed on the screen, the audience is never invited to join in. Heard are: "Camptown Races", "Bury Me Not On The Lone Prairie", "Grandfather's Clock", and "Ta Ra Ra Boom De A." **FAIR.**

TRYPTYCH. Lux. 15m. Using three famous paintings this Technicolor short attempts to tell the story of the most important phases of the life of Jesus. The paintings are Crivelli's "Annunciation," Mantegna's "Calvary," and Botticelli's "Nativity." The color camera covers all parts of the paintings, and conveys the amazing completeness and beauty of these works of art. As background for the paintings appropriate music is beautifully sung by Beniamino Gigli and a chorus. The music includes "Cujus Animam," from Rossini's "Stabat Mater"; "Ave Maria" of Bach-Gounod, and "Adeste Fidelis." Dialogue is in English. **EXCELLENT.**

THE CEILING OF THE SISTINE CHAPEL. Lux. 9m. This offers a study of the Michelangelo paintings on the ceiling of the famous Sistine Chapel in the Vatican. The camera ranges over this masterpiece, and presents views that the visitor could never obtain. Selections from Bach and Beethoven supply the background music. There is an English narration. **GOOD.**

YOUNG PIONEERS. Artkino. 10m. This Russian-made short with English narration covers activities in Russian Pioneer camps all over the Soviet. There are scenes of young Chinese returning to their land after spending happy years in Russia, students taking field trips through ancient ruins, and youngsters running a miniature ferry boat. Except for the usual propaganda angles, this is rather interesting. **GOOD.**

THE MYSTERY OF LEONARDO DA VINCI. Lux. 8m. By a study of the works of the famous painter, this hopes to gain some insight into the character of Leonardo Da Vinci. Some of his most famous works, including "The Battle Of Anghiari," "The Last Supper," the "Annunciation," and the "Mona Lisa," are all closely inspected. There is an English narration. **GOOD.**

TIEPOLO SKIES. Lux. 5m. Giambattista Tiepolo was a Venetian painter of the 18th century noted for the beauty of his skies, and this illustrates examples of his work. Selections from Tchaikovsky, Wagner, and Bach supply the background music. There is an English narration. **FAIR.**

THE GENIUS OF TURNER. Lux. 10m. The works of J. M. Turner, English painter of the 19th century, make up the content. Examples of Turner's work during his youth, middle period, and final stage are shown. Since the work of Turner is not too well known to the general public, this offering has a rather limited appeal. **FAIR.**

POLKAS BY JOHANN STRAUSS. Hoffberg. 12½m. This Austrian-made subject presents a medley of lively polkas by Johann Strauss played by the Vienna Symphony Orchestra, and danced by the Vienna Staatsopera Ballet Corp. The ballets offered are pleasing, and seem to have captured the mood of the music. **GOOD.**

THE BEAUTIFUL BLUE DANUBE WALTZ. Hoffberg. 12½m. As the Vienna Symphony Orchestra plays the famous Strauss waltz, the Staatsopera Ballet dance in the costumes and setting of an old Austrian palace. The scene then shifts to a modern ballroom where the swirling couples continue their dance in three-quarter time. This was made in Austria. **GOOD.**

SALZBURG FIESTA. Hoffberg. 12½m. Using an Austrian beer garden setting, this presents a group of folk songs and dances. A group of young men puts on a very interesting series of native Austrian dances. This was made in Austria. **GOOD.**

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Too Late To Classify

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UN SCREEN MAGAZINE No. 5. 10m. The first portion points out how members of the UN Secretariat get together in the Worldwide Club, and try to learn about the cultures of many lands represented. Indian students sing and dance to music typical of India. The rest of the entry deals with the problem of Libya. This is available in both 35mm. and 16mm. GOOD.

UN SCREEN MAGAZINE No. 6. 10m. Tracing the havoc played by influenza epidemics throughout history, the first portion shows how a laboratory in London keeps check on influenza conditions all over the globe, and how it reports its findings. The rest of the film deals with the work of the UN Narcotics Division in New York. This is available in both 35mm. and 16mm. GOOD.

UN SCREEN MAGAZINE No. 8. 10m. Consisting of cartoons by Steinberg, this makes an amusing and informative study of the problem created by the differences in road signs of Europe and America. It explains about the work being done to establish a "Universal System of Road Signs," which would make traveling all

over the world much simpler. The latter part of the offering deals with the problems faced by UN Commission in Eritrea. This is available in both 35mm. and 16mm. GOOD.

THE NEWLYWEDS' BOARDER. RKO—Comedy Specials. 15m. Newlywed Robert Neil, having trouble with his bride's cooking, becomes desperate when he learns that her mother and father are coming for a visit. He keeps the news from his wife, Suzi Crandall, and tries to rent out the spare room. Joe Devlin, escaping with the loot from a bank robbery, rents the room, asking Neil to make him an extra door. Devlin pays Neil a lot of money, which Neil gives to Crandall's parents so that they can go to a hotel. A short while later, Crandall's mother is arrested for trying to pass stolen money. She returns to the house with the police, who capture Devlin. Crandall's mother then vows to remain until the wife becomes a good cook. FAIR. (13403).

FLYING PADRE. RKO—Screenliners. 9m. This follows the activities of The Reverend Fred Stadtmueller, whose parish in New Mexico covers some 4,000 square miles. To get around, he uses his own plane. He is shown officiating at a burial,

answering an emergency call to transport a sick baby to a hospital, and then flying back to his parish house, where he takes time out from his work to raise canaries and hunt. GOOD. (14208).

SLAMMIN' SAMMY SNEAD. RKO—Sportscope. 9m. Famous golfer Sammy Snead is followed around the course at White Sulphur Springs, W. Va. Snead demonstrates a variety of shots. Golfers should get a kick out of his exhibition. GOOD. (14308).

DAY OF THE FIGHT. RKO—This Is America. 16m. This follows closely the movements of a typical fighter on the day of a match. The fighter selected is middle-weight Walter Cartier, shown waking early, and spending most of his time with his twin brother. Although he is confident he will win, Cartier goes to church to pray. He finds the waiting hardest to take, and tries to keep busy playing with his dog, attending to the physical at the Boxing Commission, and talking to his brother. Finally, Cartier enters the ring to face a tough opponent, with the hope and dream of becoming a champion. A good attempt is made here to study boxing and the men involved. EXCELLENT. (13108).

ALPHABETICAL GUIDE

To 412 Features Reviewed Since The Aug. 30 Issue

This index covers features reviewed thus far during the 1950-51 season, in addition to any features of the 1949-50 season reviewed after the issue of Aug. 30, 1950.—Ed.)

A	
ABBOTT AND COSTELLO MEET THE INVISIBLE MAN—82m.—U-I	3042
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AIR CADET—94m.—U-I	3034
AL JENNINGS OF OKLAHOMA—79m.—Columbia	3017
ALCATRAZ ISLAND—64m.—Warners	2929
ALL ABOUT EVE—138m.—20th-Fox	2932
AMERICAN GUERRILLA IN THE PHILIPPINES—105m.—20th-Fox	2971
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BADMAN FROM BIG BEND—55m.—Astor	2939
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BEDTIME FOR BONZO—83m.—U-I	3019
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BIG TIMBER—73m.—Monogram	2956
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BUCKAROO SHERIFF OF TEXAS—55m.—Republic	3002
BULLET FOR STEFANO—96m.—Lux	2971
BULLFIGHTER AND THE LADY—89m.—Republic	3065
BUNCO SQUAD—67m.—RKO	2926
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CALIFORNIA PASSAGE—92m.—Republic	2995
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CHINA SKY—76m.—RKO	2980
CHRISTINA—85m.—Central	3019
CIRCLE OF DANGER—86m.—Eagle Lion Classics	3045
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CROSSROADS OF PASSION—96m.—Films International	3048
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E	
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G	
GAMBLING HOUSE—80m.—RKO	3004
GASOLINE ALLEY—77m.—Columbia	3013
GENE AUTRY AND THE MOUNTIES—70m.—Columbia	3017
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GREAT CARUSO, THE—109m.—MGM	3061
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GREAT MISSOURI RAID, THE—85m.—Paramount	2979
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GUNPLAY—61m.—RKO	3062
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H	
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I KILLED GERONIMO—61m.—Eagle Lion Classics	2955
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I WAS AN AMERICAN SPY—85m.—Allied Artists	3053
I'D CLIMB THE HIGHEST MOUNTAIN—88m.—20th-Fox	3010
IGNACE—78m.—MPSC	2951
I'LL GET BY—82m.—20th-Fox	2949
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J	
JACKPOT, THE—86m.—20th-Fox	2949
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JOE PALOOKA IN THE SQUARED CIRCLE—63m.—Monogram	2970
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K	
KANGAROO KID, THE—73m.—Eagle Lion Classics	2947
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KATIE DID IT—81m.—U-I	3059
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KOREA PATROL—57m.—Eagle Lion Classics	2999

L	
LADY PANAME—97m.—Discina	3048
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LAW OF THE PANHANDLE—55m.—Monogram	2948
LAST OUTPOST, THE—89m.—Paramount	3062
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LONELY HEARTS BANDITS—60m.—Republic	2928
LONG DARK HALL, THE—88m.—Eagle Lion Classics	3037

LOOK BEFORE YOU LOVE—96m.—Bell	2972
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LOVERS OF VERONA, THE—90m.—Souvaine Selective	3051
LUCKY NICK CAIN—87m.—20th-Fox	3029
LULLABY OF BROADWAY—92m.—Warners	3048

M	
"M"—88m.—Columbia	3037
MA AND PA KETTLE BACK ON THE FARM—81m.—U-I	3047
MACBEITH—85m.—Republic	2957
MAD QUEEN, THE—107m.—Azteca	2964
MAD WEDNESDAY—77m.—RKO	2962
MADELEINE—99m.—U-I	2934
MADNESS OF THE HEART—67m., 90m.—U-I	2872
MAGNET, THE—78m.—U-I	3042
MAGNIFICENT YANKEE, THE—88m.—MGM	2970
MAN CONQUERS NATURE—55m.—Artkino	3002
MAN FROM PLANET X, THE—70m.—UA	3054
MAN FROM SONORA—54m.—Monogram	3061
MAN WHO CHEATED HIMSELF, THE—81m.—20th-Fox	3002
MANON—91m.—Discina	3003
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MASK OF THE DRAGON—54m.—Lippert	3045
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MATTER OF MURDER, A—52m.—Hoffberg	2973
METRO-GOLDWYN-MAYER STORY, THE—56m.—MGM	3045
MILKMAN, THE—87m.—U-I	2950
MILL ON THE PO—96m.—Lux	2983
MINIVER STORY, THE—104m.—MGM	2948
MIQUETTE—83m.—Discina	3027
MISSING WOMEN—60m.—Republic	3038
MISSOURIANS, THE—60m.—Republic	2981
MISTER 880—89½m.—20th-Fox	2928
MISTER UNIVERSE—90m.—Eagle Lion Classics	3009
MODERN MARRIAGE, A—65m.—Monogram	2924
MOLLY—see Goldbergs, The	
MONTECELLO HERE WE COME—74m.—Cinema Service	3022
MR. LUCKY—100m.—RKO	2980
MR. MUSIC—113m.—Paramount	2926
MRS. O'MALLEY AND MR. MALONE—69m.—MGM	2962
MUDLARK, THE—99m.—20th-Fox	2981
MULATTO, THE—97m.—Scalera	2973
MY BROTHER, THE OUTLAW—82m.—ELC	3025
MY FORBIDDEN PAST—79m.—RKO	3046
MY OUTLAW BROTHER—see My Brother, The Outlaw	
MY TRUE STORY—67m.—Columbia	3037
MY WIDOW AND I—81m.—Distinguished	2934
MYSTERY SUBMARINE—77½m.—U-I	2996

N	
NAVY BOUND—60m.—Monogram	3038
NEVER A DULL MOMENT—89m.—RKO	2962
NIGHT RIDERS OF MONTANA—60m.—Republic	3041
NO ORCHIDS FOR MISS BLANDISH—92m.—Renown	3042
NO PLACE FOR JENNIFER—90m.—Stratford	3063
NORTH OF THE GREAT DIVIDE—67m.—Republic	2970

O	
ODETTE—105m.—Lopert	3020
OF MEN AND MUSIC—85m.—20th-Fox	2982
OH, AMELIA—86m.—Lux	3003
OH! SUSANNA—91m.—Republic	3038
ON THE RIVIERA—90m.—20th-Fox	3063
ONE MINUTE TO TWELVE—78m.—Eagle Lion Classics	3009
ONE TOO MANY—105m.—Hallmark	2997
ONLY THE VALIANT—105m.—Warners	3040
OPERATION DISASTER—100m.—U-I	3010
OPERATION PACIFIC—109m.—Warners	3011
OPERATION X—79m.—Columbia	3001
ORPHEUS—94m.—Discina	2951
OUR DAILY BREAD—102m.—Central Cinema	2964
OUR VERY OWN—93m.—RKO	2927
OUTLAW GOLD—51m.—Monogram	2979
OUTLAWS OF TEXAS—56m.—Monogram	2998
OUTRAGE—75m.—RKO	2927
OUTSIDER, THE—95m.—Ballantine	2973

P	
PAGAN LOVE SONG—76m.—MGM	3001
PAINTED HILLS, THE—68m.—MGM	3046
PANCHO VILLA RETURNS—95m.—Hispano Continental	2964
PAPER GALLOWS—68m.—Eagle Lion Classics	2969
PARIS 1900—78m.—Mayer-Kingsley	2973
PARIS WALTZ, THE—92m.—Lux	2930
PAYMENT ON DEMAND—89m.—RKO	3034
PINK STRING AND SEALING WAX—75m.—Pentagon	2951
PRAIRIE ROUNDUP—53m.—Columbia	3017
PREHISTORIC WOMEN—74m.—Eagle Lion Classics	2993
PRELUDE TO FAME—84½m.—U-I	2975
PRETTY BABY—92m.—Warners	2929
PRIDE OF MARYLAND—60m.—Republic	3010
PRISONERS IN PETTICOATS—60m.—Republic	2941
PYGMY ISLAND—69m.—Columbia	2969

Q	
QUEBEC—85m.—Paramount	3041
QUEEN FOR A DAY—107m.—UA	3050

R	
RAIDERS OF TOMAHAWK CREEK—55m.—Columbia	2961
RATON PASS—84m.—Warners	3035
RAWHIDE—86m.—20th-Fox	3039
RED ANGEL, THE—97m.—Spalter	2984
REDHEAD AND THE COWBOY, THE—82m.—Paramount	2998
REDWOOD FOREST, TRAIL—67m.—Republic	2941
RETURN OF JESSE JAMES, THE—74m.—Lippert	2924
REVENUE AGENT—71½m.—Columbia	2993
RHYTHM INN—73m.—Monogram	3026
RIDIN' THE OUTLAW TRAIL—56m.—Columbia	3025
RIO GRANDE—105m.—Republic	2963
RIO GRANDE PATROL—60m.—RKO	2970
RIPTIDE—75m.—Films International	3064
RIVALS, THE—40m.—Artkino	3064
ROCKY MOUNTAIN—83m.—Warners	2950
ROGUE RIVER—82m.—Eagle Lion Classics	2977
ROOKIE FIREMAN—63m.—Columbia	2923
ROUGH RIDERS OF DURANGO—60m.—Republic	3027
ROYAL WEDDING—92m.—MGM	3025
RUSTLERS ON HORSEBACK—60m.—Republic	2970

(Continued on page 3067)

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate and up-to-date, it must be remembered that features are often subject to home office editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)

THE NATIONAL RELEASE GUIDE

Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

COLUMBIA	EAGLE LION CLASSICS	LIPPERT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS																	
MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH																	
Al Jennings Of Oklahoma D. Duryea, G. Storm, D. Foran (Technicolor) My True Story H. Walker, W. Parker Texans Never Cry G. Aury, G. Davis, P. Buttram "M" D. Wayne, H. Da Silva, L. Adler Fort Savage Raiders, W C. Starrett, S. Burnette, P. Thompson	Skipalong Rosenbloom M. Rosenbloom, M. Baer, J. Coogan The Blue Lamp J. Warner, J. Hanley, G. Whitby (English-made) Circle Of Danger R. Milland, M. Goring, P. Roc (English-made) So Long At The Fair J. Simmons, D. Bogard, D. Tomlinson (English-made) Catlie Queen M. Hart, D. Smith, D. Wood	Mosk Of The Dragon R. Travis, S. Ryan, S. Melton Stop Thot Cob S. Melton, A. Adrian, M. Lord	Three Guys Named Mike J. Wyman, V. Johnson, H. Keel, B. Sullivan Royal Wedding F. Astaire, J. Powell, P. Lawford (Technicolor) Inside Straight D. Brian, A. Dahl, B. Sullivan, M. McCambridge The M-G-M Story (Free feature on MGM product)	Novy Bound T. Neal, W. Waldron, R. Toomey Man From Sonora, W J. M. Brown, L. Hall, M. Healey Gypsy Fury V. Lindfors, C. Kent (Made in Sweden) The Lion Hunters J. Sheffield, A. Todd, M. Thrower	The Mating Season G. Tierney, J. Lund, T. Ritter, M. Hopkins The Redhead And The Cowboy G. Ford, R. Fleming, E. O'Brien Samson And Delilah H. Lamarr, V. Mature, G. Sanders (Technicolor)	Tarzan's Peril L. Borker, V. Huston, G. Macready Hard, Fast, And Beautiful C. Trevor, R. Clarke, S. Forrest	Oh! Susanna R. Cameron, A. Booth (Tricolor) Siiver City Bonanza, W R. Allen, B. Ebson Cubon Fireball E. Rodriguez, W. Douglas Insurance Investigator R. Denning, A. Long Heart Of The Rockies R. Rogers, P. Edwards	The Sword Of Monte Cristo G. Montgomery, P. Corday, B. Kroeger (Supercinecolor) Lucky Nick Cain G. Raft, C. Gray (Made in Europe) Bird Of Paradise L. Jourdan, D. Paget, J. Chandler (Technicolor) (Made in Hawaii)	The Second Woman R. Young, B. Drake, J. Sutton (Popkin) Abbott and Costello Meet The Invisible Man B. Abbott, L. Costello, N. Guild Air Cudet G. Russell, S. McNally, R. Long The Magnet S. Murray, K. Walsh, W. Fox (English-made)	The Groom Wore Spurs G. Rogers, J. Carson, J. Davis Lightning Strikes Twice R. Roman, R. Todd, Z. Scott Dodge City E. Flynn, O. de Havilland (Re-release) Virginia City E. Flynn, M. Hopkins, H. Bogart (Re-release) Lullaby Of Broadway D. Day, G. Nelson, S. Sakall (Technicolor)	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH							
APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL							
Volentino A. Dexter, E. Parker, P. Medina (Technicolor) Fury Of The Congo J. Weissmuller, S. Moreland Flame Of Stamboul R. Denning, L. Ferraday Whirlwind G. Aury, S. Burnette, G. Davis King Of The Wild Horses W. Janney, D. Appleby, Rex (Re-release)	When I Grow Up R. Preston, M. Scott, B. Driscoll Volcano A. Magnani, G. Brooks, R. Brazzi (Italian-made) Oliver Twist R. Newton, A. Guinness, K. Walsh (English-made) The Long Dark Hall L. Palmer, R. Harrison (English-made)	Donger Zone H. Beaumont, E. Brophy, P. Blake	The Great Caruso M. Lanza, A. Blyth, D. Kirsten (Technicolor) Father's Little Dividend S. Tracy, E. Taylor, J. Bennett, D. Taylor Soldiers Three S. Granger, W. Pidgeon, D. Niven, G. Gynt	Canyon Riders W. Wilson, F. Knight, P. Coates Ghost Chasers L. Gorcey, H. Hall, J. Kayne	Molly, G. Berg, P. Loeb, E. Mintz Quebec J. Barrymore, Jr., C. Calvet, P. Knowles (Technicolor) (Made in Canada) The Lemon Drop Kid B. Hope, M. Maxwell, L. Nolan	Kon-Tiki (Documentary of raft voyage in Pacific) The Thing M. Sheridan, J. Arness, S. Creighton My Forbidden Post R. Mitchum, A. Gardner, M. Douglas	Thunder In God's Country, W R. Allen, M. E. Kay, B. Ebsen Bullfighter And The Lady R. Stack, J. Page, G. Roland (Made in Mexico)	Of Men And Music (All-Star) You're In The Novy Now G. Cooper, J. Greer I Can Get It For You Wholesale S. Hayward, D. Dailey Fourteen Hours P. Douglas, R. Basehart, B. Bel Geddes Kefouver Investigation	The Scorf J. Barton, M. McCambridge, E. Williams (Goldsmith- Caspery) Queen For A Day P. Avery, D. McGavin, R. Lee (Stillman) The Mon From Planet X R. Clark, M. Field, R. Bond (Carwin)	Ma And Po Kettle Bock On The Form M. Main, P. Kilbride Up Front D. Wayne, T. Ewell, J. Lynn, M. Bert Double Crossbones D. O'Connor, H. Carter, W. Geer (Technicolor) Only The Voliant G. Peck, B. Peyton, W. Bond	Raton Pass D. Morgan, P. Neal, S. Cochran Only The Voliant G. Peck, B. Peyton, W. Bond	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL
MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY							
Santa Fe R. Scott, J. Carter, J. Courtland (Technicolor) Smuggler's Gold C. Mitchell, A. Blake, C. B. Reed Saturday's Hero J. Derek, D. Reed, O. Hulet Snake River Desperadoes, W C. Starrett, S. Burnette	The Hoodlum L. Tierney, A. Roberts, M. Healey Badman's Gold, W J. Carpenter, A. Lockwood, T. Tarrell Smuggler's Gold C. Mitchell, A. Blake, C. B. Reed Saturday's Hero J. Derek, D. Reed, O. Hulet Snake River Desperadoes, W C. Starrett, S. Burnette	Roaring City H. Beaumont, R. Travis, J. Valerie Kentucky Jubilee J. Colonna, J. Porter, J. Ellison Pier 23 H. Beaumont, A. Savage, E. Brophy, R. Trovis	The Pointed Hills Lassie, P. Kelly, G. Grey (Technicolor) Go For Broke V. Johnson, W. Anderson Home Town Story J. Lynn, M. Reynolds, D. Crisp	Blazing Bullets, W J. M. Brown, L. Hall, M. Healey Cavalry Scout R. Cameron, J. Davis, A. Long (Cinecolor) According To Mrs. Hoyle S. Byington, T. Chandler, S. Chase Nevada Bodmen, W W. Wilson, F. Knight, P. Coates	Appointment With Danger A. Ladd, P. Calvert, P. Stewart The Last Outpost R. Fleming, R. Bennett (Technicolor)	Tokyo File 212 F. Marley, R. Peyton (Made in Japan)	Wells Fargo Gunmaster, W A. Lane, M. E. Kay Honeychile J. Canova, E. Foy, Jr. Buckaroo Sheriff Of Texas, W M. Chapin, E. Janssen In Old Amarillo R. Rogers, P. Edwards Fugitive Lady J. Paige, B. Barnes, E. Ciannelli Million Dollar Pursuit P. Edwards, S. Flagg	Follow The Sun G. Ford, A. Baxter, D. O'Keefe, J. Havoc Rawhide T. Power, S. Hayward, H. Marlowe On The Riviera D. Kaye, G. Tierney, C. Calvet (Technicolor) Holf Angel J. Cotton, L. Young (Technicolor)	New Mexico L. Ayres, M. Maxwell, J. Corey (Anasco-color) (Allen) Try And Get Me F. Lovejoy, K. Ryan, R. Carlson (Stillman) The First Legion C. Boyer, L. Bettger, B. Rush (Sirk) The Prowler V. Heflin, E. Keyes. J. Maxwell (Eagle)	Katie Did It M. Stevens, A. Blyth, C. Stevens The Fat Man J. Smart, J. London, R. Hudson Smuggler's Island J. Chandler, E. Keyes, P. Friend (Technicolor) Little Ballerino Y. Marsh, M. Chapman, D. Richards (English-made)	I Was A Communist For The F.B.I. F. Lovejoy, D. Hart, J. Millican Goodbye My Fancy J. Crawford, F. Lovejoy, E. Arden, R. Young	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY

HOLIDAYS
May 13—Mother's Day
May 30—Memorial Day

ALLIED ARTISTS

May—I Was An American Spy—A. Dvorka, G. Evans, D. Kennedy

REALART

Mar.—Deadly Enemies—B. Crawford, R. Cameron
Condemned To Hang—F. Tone, E. Raines, A. Curtis
Apr.—Phantom Of Paris—M. Montez, P. Knowles
Werewolf Of London—H. Hull, V. Hobson

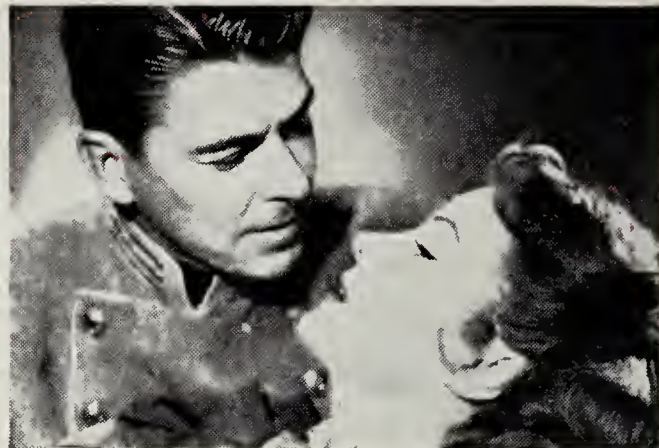
THE CHARGE Sabers flash as the Texas
Dragoons roar into battle!



THE ATTACK Men and women brace
for the final rush!



THE KISS Indian hordes can-
not keep them apart!



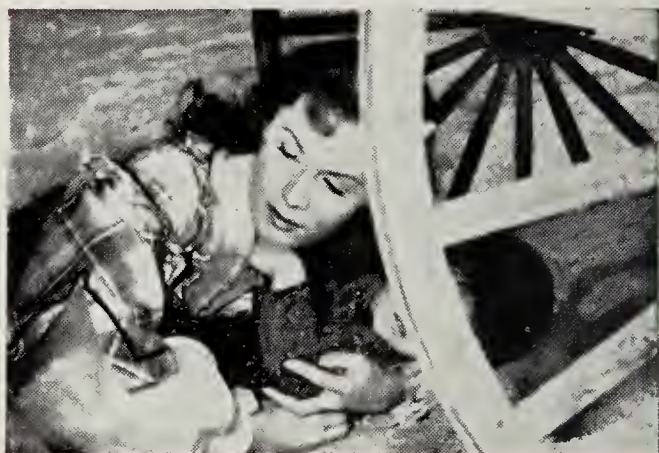
THE HOSTAGE Geronimo, chief of the
savage Apaches, is pris-
oner of the white men.



THE BATTLE As the defenders of
the outpost fight a
great frontier action!



THE RESCUE Arrows scream through
the wagon trains and wo-
men wait for the worst!



Scene after scene

is proof on the screen that **PARAMOUNT** makes the
biggest adventure pictures and one of the biggest is

THE LAST OUTPOST

starring

**RONALD
REAGAN**

**RHONDA
FLEMING**

Color by **TECHNICOLOR**

with
BILL

BRUCE BENNETT · WILLIAMS

**NOAH PETER
BEERY · HANSON**

LEWIS R. FOSTER

Directed by
Written for the Screen by
Geoffrey Homes—
George Worthing Yates
and Winston Miller
Produced by William H. Pine
and William C. Thomas

May's the month of Paramount action! This plus Alan Ladd in "Appointment With Danger"!

EXHIBITOR



Your Big Date for
MEMORIAL DAY

“Here is the best Danny Kaye
film ever made!”

On the Riviera
Technicolor

This is the kind of enter-
tainment that will bring
millions flocking to the
theatres! ” —*Film Bulletin*

There's No Business Like **20** *Business!*
CENTURY-FOX

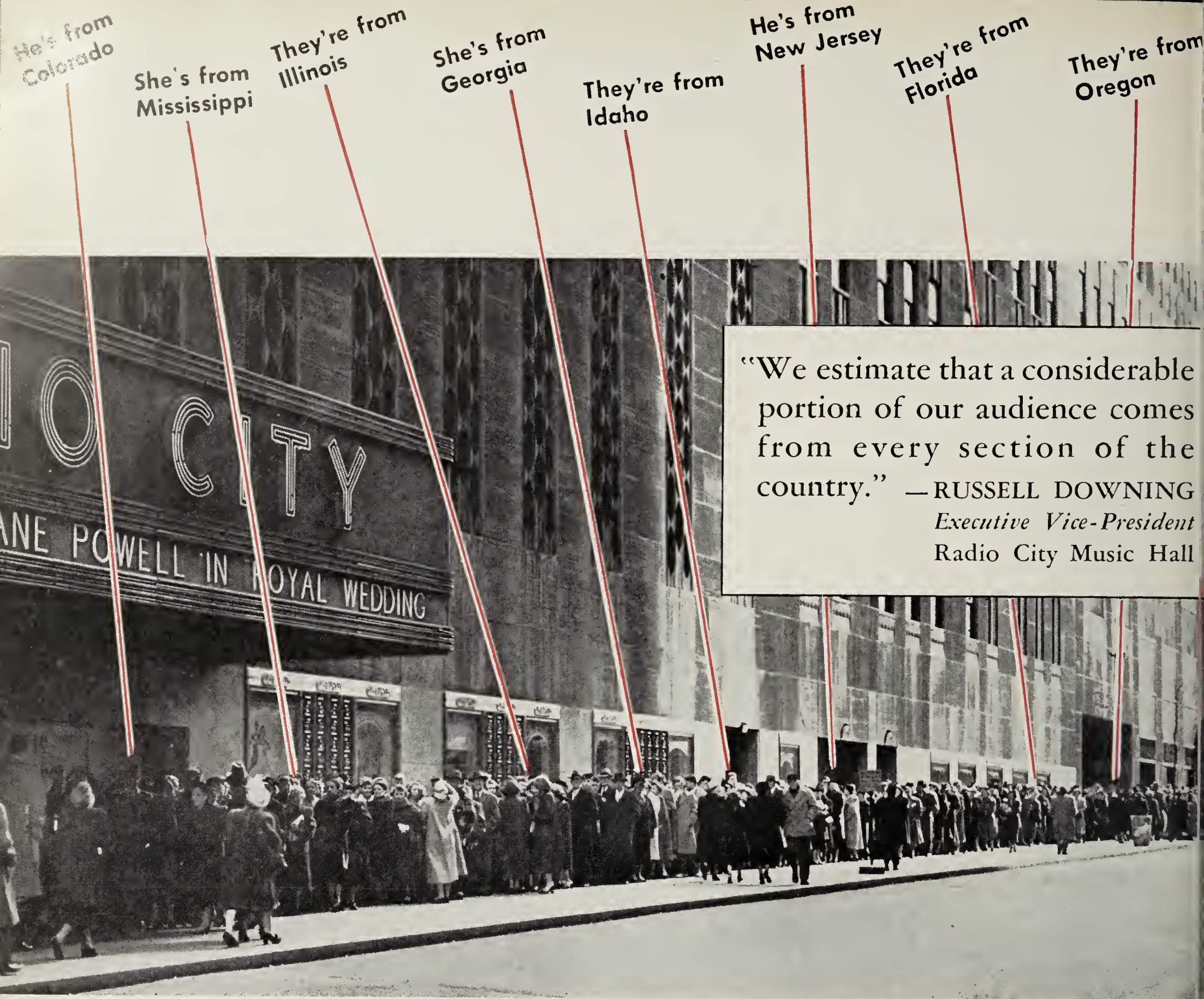
Volume 45 Number 26
Two Sections: Section One

MAY 2, 1951

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
OFFICE AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS

Featuring **PHYSICAL THEATRE**



"We estimate that a considerable portion of our audience comes from every section of the country." —RUSSELL DOWNING
Executive Vice-President
Radio City Music Hall

"The Showplace of the Nation"

BOOKING PICTURES FOR THE NATION!

Mr. and Mrs. America and Family come from everywhere to Radio City Music Hall, New York, and that's why every attraction at this famed theatre must be judged for its drawing power to an audience representing a true cross-section of the U. S. A.

FOUR IN A ROW WHERE MILLIONS GO!



They've got to be BIG!
They've got to have STAR draw!
They've got to have NATIONAL appeal!
There's one product that FITS THE BILL!

MORE

GREAT

MOVIES!

The most thrilling, human interest headline drama of the decade is **NOW** **READY FOR YOUR SCREEN!**

Ben Hogan Wins the Masters, His 280 Completes Comeback



The Ben Hogan Story!

The wife behind a great champion tells you **BEN HOGAN'S** story...



THE REAL-LIFE LOVE STORY OF TWO KIDS FROM TEXAS!

I married the guy!
He was an auto mechanic with big dreams—could he make it?

I followed him!
when he made golf his career — but how would I like being a golf widow?

I almost lost him!
Why did he do it for me on that midnight ride to Fort Worth?

I prayed for his life!
"My child... only faith can save him now, or let him walk again!"

I couldn't say no!
Even though his comeback might cost him his life!

FOLLOW THE SUN

See these famous golfers... **SAM SNEAD, JAMES DEMARET, DR. CARY MIDDLECOFF** and the Daddy of 'em all, **GRANTLAND RICE!**

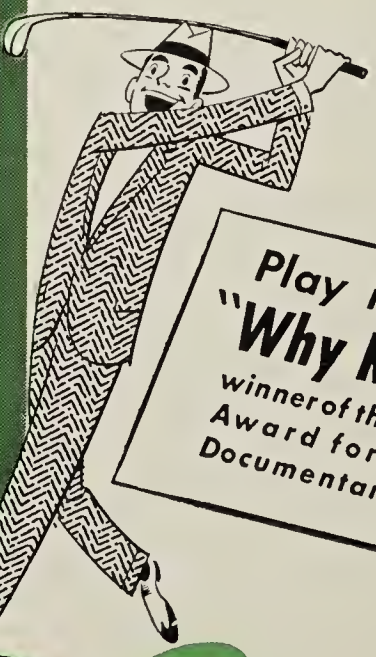
GLENN FORD · ANNE BAXTER · DENNIS O'KEEFE · JUNE HAVOC

Produced by **SAMUEL G. ENGEL** Directed by **SIDNEY LANFIELD** Screen Play by **FREDERICK HAZLITT BRENNAN**

20th CENTURY-FOX

You read it in **READER'S DIGEST!**

A story of such incredible adventure and amazing courage, it would be unbelievable — except that every word, every scene, every thrill is true!



Play it NOW!!
"Why KOREA?"
winner of the Academy Award for the Best Documentary in 1950

There's No Business Like **20** *Business!*
CENTURY-FOX



A SOUTHWESTERN drive-in sells two tickets to each car arriving, one, for 50 cents, for parking, and the other, for 25 cents, for admission. If a patron wishes to park his car outside, and walk in, the tariff is only 25 cents. In addition, there is an "I Forgot" grocery operated in connection with the open-airer for patrons who get out too late to go to the regular grocery or who forgot to buy provisions before they came.

★

A WINNER of the week was an exhibitor in the south who was elected mayor, the losing opponent also happening to be his landlord.

★

NO MATTER what might be said about American standards of reviewing, at least it is better than in Russia, where, after a new opera had been hailed, Stalin attended, and didn't like it, whereupon articles were written in the newspapers attacking the critics for favoring it in the first place.

★

A MIDWESTERN drive-in electrocutes mosquitos through the use of a supersonic device which attracts the mosquito, and then kills it.

★

SOME THEATRES in the southwest have a deal whereby passes are included in packaged sandwiches sold throughout the area.

★

"LADIES BREAKFAST MATINEE" is an innovation at a Texas theatre. The showing is at 8:30 a.m., and the house gives free doughnuts and coffee.

—H. M. M.

I N D E X

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MAY 2, 1951

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THE COVER PHOTO

"Pug" Wells, captivating American Airlines stewardess who inspired MGM's "Three Guys Named Mike," pins a set of souvenir wings on Al Reynolds, general manager, Ezell and Associates, Dallas, during her recent cross-country tour.

EXHIBITOR

VOL. 45, No. 26



MAY 2, 1951

That Variety Clubs Convention

WHILE the Variety Clubs International is primarily an organization dedicated to helping those in need through charitable efforts, the 15th annual convention to be held in Philadelphia from May 9-12 also offers a tremendous opportunity along lines other than those devoted strictly to the interests of that organization.

WE MEAN that in the Quaker City there will be represented practically every state in the union, in addition to Canada, England, Mexico, and Japan, and that there will be afforded an opportunity for an interchange of ideas and factual reports as to conditions within our industry.

DON'T GET the idea that the fun and entertainment features of the four-day meeting will be subdued. On the contrary, the steering committee heading the affair has made it its business to see that the cares of the industry will be forgotten during the time that the guests are in Philadelphia. A complete program, combining business phases of the convention with a social schedule, has been arranged.

BUT, when film men get together, they always manage to talk of business, and we feel that those who attend the convention will be bound to benefit in ways other than those restricted to VCI matters.

WHILE THE REGISTRATIONS have been pouring in, there is still time for Variety barkers everywhere to attend. The 15th annual sessions promise to be banner ones, with the annual dinner on May 12 an industry event of terrific importance, with an outstanding array of leaders.

BE THERE, if you are a Variety Club barker. The convention will make trade history.

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ETHEL "PUG" WELLS, AIRLINE HOSTESS WHO INSPIRED MGM'S "THREE GUYS NAMED MIKE," IS FETED AT A LUNCHEON AT THE MEMPHIS VARIETY CLUB.

She Was Up In The Air, But Not For Long

"Pug" Wells' Tour For "Three Guys Named Mike" Was Another MGM Hit



Jack Kirsch, president, Allied Theatre Owners of Illinois, signs a contract for "Three Guys Named Mike" as Miss Wells and Bill Devaney, MGM branch manager, Chicago, smile approvingly.

A WOMAN'S gift of gab probably has never been exploited quite so successfully nor so pleasantly as the particular gift of one Ethel "Pug" Wells, the loquacious American Airlines stewardess whose glib, effervescent account of life aboard a DC-6, as overheard by a passenger, Howard Dietz, MGM advertising head, inspired MGM's "Three Guys Named Mike," and provided some excellent promotion for the film.

Exhibitors and exchangeites in 17 cities were visited by the pert, vivacious Miss Wells as she went about her tour with enthusiasm, while on a leave of absence from the airline, relating the circumstances that led to "Three Guys Named Mike."

The tour began in Boston, and included Philadelphia, Washington, Richmond, Va.; Nashville, Tenn.; Memphis, Dallas, Fort Worth, Tex.; Tulsa, Okla.; St. Louis, Cleveland, Buffalo, Toronto, Detroit, Chi-

cago, and Milwaukee. A dovetailing of exploitation with American Airlines in each situation led to further success of the four-week trek. Supervising the campaign for MGM were Dietz and exploitation head Dan S. Terrell.

Especially notable, in view of the fact that Miss Wells was virtually unknown before the tour, was the attention she was accorded by the press, radio, and television, and the resultant publicity which supplied a valuable supplement to the national magazine and display advertising prepared cooperatively by MGM and American.

While the capability of airline stewardesses in handling situations ranging from disasters to diapers has become traditional, Miss Wells' tour, as pictured on this page and the next, may well chalk up the successful dispatch of a promotion trip as another job the indomitable flying ladies can take in stride with equal ease.



Seen at a reception for Miss Wells in Minneapolis are John Branton, Minnesota Amusement Company; Ralph W. Maw, MGM district manager, and exhibitor Al Smith, Winona, Minn. Many press and radio representatives attended the affair in addition to prominent theatremen of the territory.



While in Philadelphia during her cross-country tour, Miss Wells pins a set of wings on Martin Ellis, Ellis Theatres executive, while looking on is Irving Blumberg, advertising and publicity department, Stanley-Warner Theatres. American Airlines gave the stewardess a six-month leave to work with MGM.



On hand to welcome Miss Wells to Toronto are Gerry Collins, Loew Theatres publicist, left, and Stan Gosnell, manager, Loew's Uptown.



At the MGM exchange, Washington, D. C., the vivacious Miss Wells meets three area exhibitors, Tommy Mudd, Harry Bachman, and Jack Fruchtmann.



The American Airlines stewardess is welcomed to Milwaukee by Andy Spheris, left, one of the owners of the Towne, and Towne manager Erv Clumb.



Miss Wells poses with the staff of MGM exchange, St. Louis, during her trip.



Smiles greet the airline hostess as she calls at the MGM branch, Buffalo.

Mel KonecOFF's NEW YORK

TOP BRASS of the Coast Guard and the other services, as well as a large press turnout, greeted Brian Donlevy, Forrest Tucker and Ella Raines, stars of Republic's "Fighting Coast Guard," at a cocktail party held last week at the Essex House. Everyone had loads of fun.



KONECOFF

RANDOM THOUGHTS:

Old Movies don't die, they just fade away to television . . . Wonder if that character was kidding when he asked if "The Brave Bulls" was really about a pair of courageous policemen?

PRODUCTION AND INDIA: Producer Ken McEldowney and director Jean Renoir announced at an interview that their first feature, with color by Technicolor, "The River," filmed entirely in India, would be shown in the near future. McEldowney was in to discuss distribution of the independently financed film with several companies on a roadshow basis.

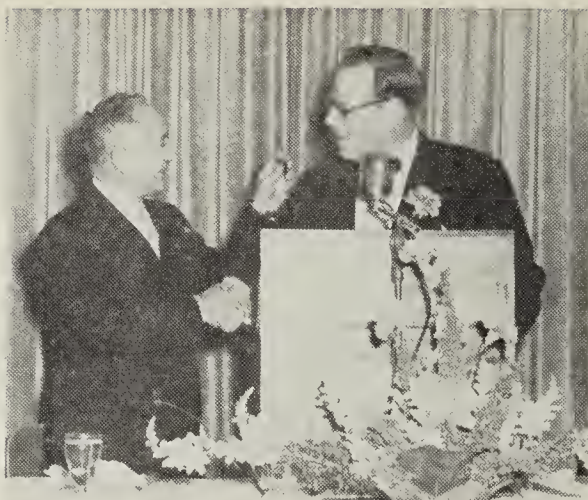
He estimated that if the film were made here, it would have cost between two and three millions. As it was, the cost was high because he had to transport \$250,000 worth of Technicolor equipment to India and teach local crews how to operate them. He left the equipment there. It will be used again when the producer-director team returns to India for a film later. Renoir leaves for Europe to make a film starring Anna Magnani before rejoining McEldowney.

The world premiere of "The River" will be held in Washington in September, and the proceeds will be used to bring other technicians from India here to study. All of McEldowney's future films will be in color, probably Technicolor, and among those planned is "The Life Of Ghandi."

CARTOON DEPT.: United Productions of America, the company that snared an Oscar with "Gerald McBoing Boing," not only will continue to produce its two series of cartoons for release by Columbia but may also venture into the full-length cartoon feature field on an annual basis according to Stephen Bosustow, president, and Robert Cannon, director. The first, which will have some live action in it, will get under way shortly, and is based on the works of James Thurber, "Men, Women, And Dogs." The cost will be between \$500,000 and \$600,000. There has been no releasing deal set.

The company also operates to a great extent in the commercial and non-theatrical field.

THE METROPOLITAN SCENE: The opening session of the Paramount national sales convention saw among other things the confirmation by Barney Balaban of Jerry Pickman as national director of advertising, publicity, and exploitation, a very good move. Incidentally, a special press room was set up in the hotel for the convenience of the trade press, with tele-



Charles Niles, treasurer, Allied States Association, on behalf of the body recently presented a watch to Benjamin N. Berger, president, North Central Allied, at the testimonial banquet held at the Allied of Iowa and Nebraska convention. The event celebrated Berger's court victory over the long-standing ASCAP levy on theatre seats.

phones, typewriters, etc. . . . Dave Lipton, U-I vice-president in charge of advertising and publicity, arrived for home office confabs and possibly to prepare an important announcement concerning his department. Aside to D. L.: By the way, whoever was responsible for the tieup and nationwide tour of Francis, the talking mule, as the official mascot for the national newspaperboy pledge campaign for Savings Bonds certainly deserves a commendation. That comes under the heading of good public relations, and ties in with a worthy cause. . . . UA sends over "a straight tip on a plug that's guaranteed money in the bank," and urges "play it to win." It's not a nag but "Queen For A Day" that is being discussed. . . . Tom Brandon hosted a spring cocktail party to introduce the new home offices of Brandon Films at 200 West 57th Street. . . . Charlie Hacker, administrative assistant, Radio City Music Hall, is honeymooning in Hollywood. . . . In the May 8 issue of Look, Anna Neagle and Herbert Wilcox get a full page salute. . . . We like Paramount's pocket preview of "Ace In The Hole," a digest of the film from the script, scene by scene. Reading time is five minutes. . . . Okeh pressbooks are out on "House On Telegraph Hill," "Appointment With Danger," "The Brave Bulls," and "Try And Get Me" (formerly "Sound Of Fury"). . . . Jean Hersholt is in town. . . . Bob Weitman was vacationing in Florida.

Fitzgibbons-Viau

TORONTO—Arthur Fitzgibbons, son of Famous Players President J. J. Fitzgibbons, married Jacqueline Viau last week.



Many industry notables were on hand at the recent luncheon in New York City tendered by The Associated Motion Picture Advertisers, Incorporated, in recognition of the motion picture trade press.

Sinatra Helps In B'way Doldrums

NEW YORK—The Broadway first-runs slipped back somewhat last weekend but the Paramount, with Frank Sinatra in person, was doing excellently. According to usually reliable reports reaching EXHIBITOR, the breakdown was as follows:

"ONLY THE VALIANT" (WB). Strand, with stage show, did \$20,000 on Friday, Saturday, and Sunday, with the third week expected to tally \$36,000.

"MY FORBIDDEN PAST" (RKO). Paramount, with stage show headed by Frank Sinatra in person, expected the first week to go over \$85,000.

"THE BRAVE BULLS" (Col.). Rivoli claimed \$18,000 for the second week.

"FOLLOW THE SUN" (20th-Fox). Roxy, with stage show, reported \$41,000 for Wednesday through Sunday, with the opening week heading toward \$52,000.

"FATHER'S LITTLE DIVIDEND" (MGM). Radio City Music Hall, with stage show, garnered \$80,500 from Thursday through Sunday, with the third week bound to exceed \$125,000.

"LUCKY NICK CAIN" (20th-Fox). Globe was down to \$9,000 for the second week.

"THE SWORD OF MONTE CRISTO" (20th-Fox). Mayfair expected the second week to tally \$8,800.

"BORN YESTERDAY" (Col.). Victoria took in \$20,000 on the 18th week.

"VALENTINO" (Col.). Astor dropped to \$29,000 on the second week.

"THE FIRST LEGION" (UA). Loew's State tallied \$20,000 on the opening week.

"BULLFIGHTER AND THE LADY" (Rep.). Capitol, with stage show, announced the opening week at \$38,000.

20th-Fox To Vote

NEW YORK—It was announced last week that 10 members of the 20th-Fox board of directors are to be elected at the annual stockholders' meeting on May 15. Nominees are J. Sherman Adams, Robert L. Clarkson, Wilfred J. Eadie, Daniel O. Hastings, Donald A. Henderson, Robert Lehman, William C. Michel, Seton Porter, Murray Silverstone, and Spyros P. Skouras, all presently on the board.

In a proxy statement, the company revealed that salaries paid executives in 1950 were Eadie, \$65,555; Henderson, \$69,830; Al Lichtman, \$139,043; Michel, \$116,655; Silverstone, \$135,355; Skouras, \$252,430, and Darryl F. Zanuck, \$260,000.

This Was The Week When . . .

Columbia's "Santa Fe" held its world bow at the Midland, Kansas City, with a big campaign and Janis Carter and a host of city and state celebrities on hand. . . . Paramount announced that Rufus Blair, studio publicist for 16 years, would start an eight-week field press campaign in 30 cities as part of a long range merchandising program for five forthcoming productions.

The Society of Motion Picture and Television Engineers held its 69th semi-annual convention in New York. . . . U-I started a three week contest among the nation's disk jockeys to vote the 10 most popular Frank Sinatra Columbia records for inclusion in U-I's "Meet Danny Wilson," with prizes for the winners. . . . Paramount announced the formation of a "Golden Circle" group of young players, to find the new personalities desired by the public and exhibitors throughout the country, and including Peter Hanson, Barbara Rush, Laura Elliot, Mary Murphy, Michael Moore, Nancy Gates, Joan Taylor, Virginia Hall, Pierre Cressoy, Judith Ames, and Nancy Hale.

Jerry Wald and Norman Krasna announced that they had finished all preparatory and script work on their 1951 RKO schedule, and were concentrating on scripts for their 1952 program. . . . The Fox, Philadelphia, ran "Fourteen Hours" with two endings, and offered \$600 in prizes to patrons for the best letters on why one ending was better than the other. . . . 20th-Fox sent out individual "Publicity packages" with news of "Take Care Of My Little Girl" to colleges and universities in which the actors and actresses in the film had enrolled at one time or another.

UA announced that it would distribute "Odette" in a deal arranged with Lopert. . . . MGM launched its 28th year, with the company revealing that there would be 42 pictures distributed on the 1950-51 program.

Chakeres To Be Honored

CINCINNATI—Industry leaders and government officials headed by Spyros P. Skouras, president, 20th Century-Fox; Ohio Governor Frank J. Lausche, Kentucky Governor Lawrence Wetherby, and Mayor Alfred Cash will participate in the testimonial dinner being given to Phil Chakeres, head of the Springfield, O., circuit bearing his name, at the Netherlands Plaza Hotel on May 7.

Chakeres, selected as the "Exhibitor of the Year" by Look magazine, is being feted by the Variety Club and his exhibitor friends throughout the country. Vance Schwartz, Tent Chief Barker, is spearheading arrangements. Vernon Myers, vice-president, Look magazine, will also participate.

Essaness Denies Membership

CHICAGO—Essaness last week announced that none of its three drive-ins belongs to the recently formed mutual aid association of drive-ins in the Chicago area.



Prominent British theatremen C. J. Latta, left, and W. Carlidge are shown at the recent world premiere of Warner's "Captain Horatio Hornblower," Warner, London. Princess Margaret was among the scores of other celebrities attending the show.

Producers, Exhibs In Hollywood Confab

NEW YORK—Plans for the industry's first producer-exhibitor round table discussion of production problems, to be held in Hollywood on June 11-12, were announced last week by Arthur L. Mayer, executive vice-president, Council of Motion Picture Organizations.

Later, it was learned that enthusiastic exhibitor response had caused COMPO to enlarge its plans for the round table discussion. In the first announcement representation was limited to two delegates from each of the five exhibitor organizations that are COMPO members. This limit was removed, and it appeared likely that the attendance at the conference would far exceed the 30 delegates first expected.

Appeals In Allentown, Pa., Case

PHILADELPHIA—Appeals to the U. S. Circuit Court were made last fortnight by all parties on U. S. District Judge William J. Kirkpatrick's ruling last November awarding first-run privileges to David E. Milgram's Boulevard Drive-In, Allentown, Pa. The plaintiff filed an appeal to recover attorney's fees of \$25,000 from eight distributor defendants. The distributors' appeal asks for a review of the U. S. District Court decision and elimination of the injunctive relief granting the spot the first-run status.

A third appeal was filed on behalf of several intervening defendants representing first-run indoor houses in and around Allentown. Intervenorers are Hamilton Street Realty Company, Embassy Corporation of Allentown, Max Korr Enterprises, and the College Theatre Amusement Company. They dispute the decision which they claim permitted the seasonal drive-in to "skim the cream" of first-run product by outbidding them during its most profitable season, thus causing the all-year indoor houses to lose the protection to which they are entitled as regular customers of the distributors.

Hearings on the appeals have been set for June 4.

Canadian VCmen Honored

TORONTO—J. J. Fitzgibbons and Morris Stein were presented with diamond Barker lapel pins by Variety Club Tent 28 last week at a dinner honoring past Chief Barkers.

UPT Quarter Profit Hits \$2,791,000

NEW YORK—Leonard Goldenson, president, United Paramount Theatres, reported last week that the company's estimated consolidated earnings for the first quarter of 1951 were \$2,791,000. Totals for the corresponding period in 1950 were \$3,193,000.

Goldenson pointed out that the figures are not comparable because the theatre assets have changed materially during the year.

Share of undistributed earnings of partly-owned non-consolidated companies were \$175,000, against \$670,000 for the three-month period last year. The earnings figure is calculated after provision for federal income tax and excess profits tax. Estimated consolidated earnings, including capital gains, amounted to 86 cents per share, compared to 98 cents a year ago. Including share of undistributed earnings of non-consolidated subsidiaries, figures were 91 cents and \$1.18, respectively.

The first quarterly dividend of 50 cents per share has been declared.

Pathe Industries Shows Loss

NEW YORK—Kenneth M. Young, president, Pathe Industries, Inc., advised stockholders last week that the corporation had sustained a loss of \$1,342,439 last year due to the decision of the board to write off at the end of the year \$1,359,000 of old film production investments, mainly feature negatives, stories, and deferred distribution fees made in prior years by the previous motion picture company management.

Pathe Laboratories, Inc., showed an increase in net profit during 1950. The East Coast laboratory company's 16mm. subsidiary, Pictorial Films, continued to operate at a small loss last year.

Young said Pathe management is negotiating with a group headed by the Bank of Manhattan Company in the amount of \$3,750,000 in a move to simplify Pathe's banking obligations. In the first 12 weeks of 1951, Pathe head said, consolidated operations resulted in a profit of approximately \$500,000.

Rosenquest Leaves Warners

NEW YORK—Harry Rosenquest, for the past 20 odd years connected with Warners in both distribution and film buying and for the past year chief buyer, Warners' New Jersey Circuit, resigned last week to reenter the distribution field. Forming his own distributing company, he will have offices in the Paramount building, and distribute foreign films on a national basis. His successor to the post of chief buyer for the Warner New Jersey Theatres will be Arnold L. Jordan. A farewell dinner was tendered Rosenquest by his co-workers and many friends.

O'Hara Praises Witnesses

WASHINGTON—In a letter to the House Un-American Activities Committee, MPAA vice-president Joyce O'Hara last week praised the number of witnesses "who have beamed the spotlight on Communists and their activities" while deploring the "unresponsive attitude" of other witnesses in the investigation of Communism in Hollywood.

The letter was read to the hearing as John Garfield prepared to testify.

Timely and

From editorials by Martin Quigley in M

With sharp timeliness Warner Brothers Pictures make a
hitting subject dealing with the Communist conspiracy.
The advent right now of the Warner Brothers picture is
Under the generalship of Mr. Jack L. Warner there emerges
"Communist for the F.B.I." a powerful and moving
narrative. It has a very real warmth and appeal, deal-
trally with the retelling of the true story of a genuine
hero who made a great sacrifice in the nation's defense.
Audiences will be moved by such incidents as that
father who so loved his country as to be willing to ap-
pear as a traitor in the eyes of his son and will be thrilled by
melodramatic flashes of the kind which have long
been representative of the craftsmanship of Bryan Foy.
The subject ought to be played enthusiastically—broadly
across the nation and quickly!

"I WAS A COMMUNIST FOR THE F.B.I."

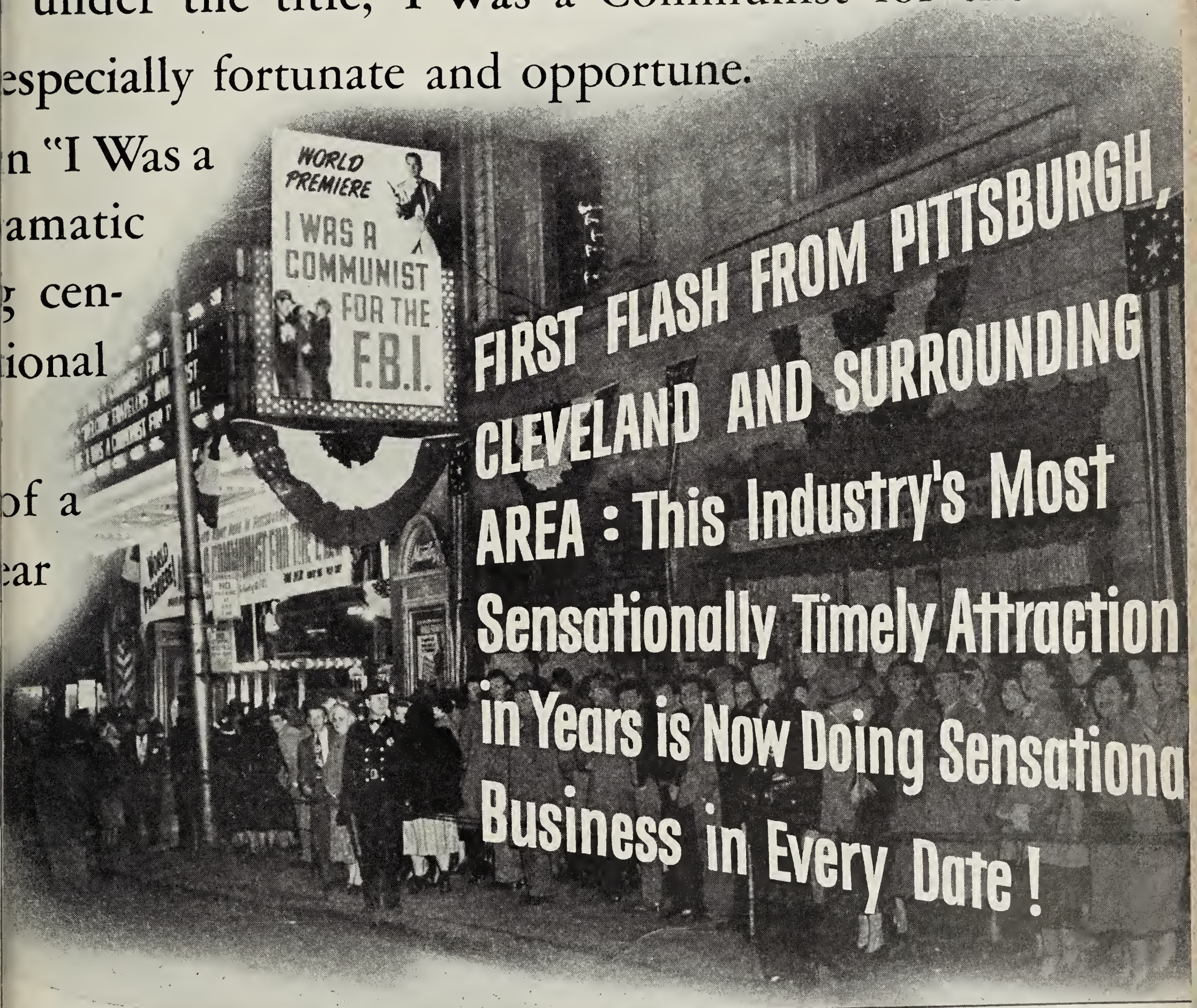
Hard-Hitting!

ion Picture Daily and Motion Picture Herald

available this week to the theatres of the nation a hard
under the title, "I Was a Communist for the F.B.I."
especially fortunate and opportune.

n "I Was a
amatic
g cen-
ional

of a
ear



STARRING

FRANK LOVEJOY

WITH

DOROTHY HART PHILIP CAREY GORDON DOUGLAS

DIRECTED BY

PRODUCED BY

BRYAN FOY

Screen Play by Crane Wilbur · Based on the experiences of Matt Cvetic · As told to Pete Martin

And published in the Saturday Evening Post



PEOPLE

NEW YORK—Robert Mochrie, vice-president and general sales manager, RKO, last week announced several home office promotions in the company's three divisions. Following the resignation of Frank Drumm, assistant to Nat Levy, head, eastern division, Dan Loventhal, who headed competitive bidding, becomes assistant to Levy. Francis J. Mooney, head of the contract-approval, north-south division, has been promoted to assistant to Charles Boasberg, north-south division chief. This post was vacated when Carl Peppercorn was named Canadian district manager. Arthur F. Joswig, assistant to Lou Miller, head of contract-approval, western division, of which Walter Branson is manager, replaces Mooney. Milton B. Althoz, assistant to Emmet Cashman, head, print and negative department, takes over the post held by Loventhal, while Clarence A. McGeary, assistant to Irving Cane, head, contract department, replaces Joswig.

HOLLYWOOD—Appointment of Bob Hicks Page as zone manager, San Francisco area, has been announced by Kroger Babb, president, Hallmark Productions. John O'Connor has been assigned as advance man for the former Hallmark agent. Jack Mitchell, San Francisco zone manager for the past year, has been promoted to the Pittsburgh-Cleveland-Cincinnati zone. R. D. O'Keefe, recently assigned to the Denver-Salt Lake zone, has been awarded the addition of the Seattle-Portland zone.

NEW YORK—Frank Farley, managing director, Paramount British Productions, Ltd., and general representative, Paramount domestic production department and Hollywood studio in Great Britain and continental Europe, resigned last week. Farley has since 1940 been making his headquarters in London. Richard Mealand, who, in 1946, resigned as Paramount Hollywood studio story editor to enter the free-lance writing field, will rejoin the company, and succeed Farley.

NEW YORK—Cunningham and Walsh, Inc., last week announced the appointment of Robert Gillham to serve in an executive capacity on the agency's Liggett and Myers Tobacco account and on general business activities. Previously, Gillham was a vice-president in charge of television and commercial film with J. Walter Thompson. He was also director of advertising and publicity for both Paramount and SRO.

NEW YORK—A. W. Schwalberg, Paramount president, announced last week the promotion of Dave Friedman, office manager, Charlotte exchange, to assistant to Hugh Owen, eastern and southern division manager. Friedman fills the spot vacated by Phil Isaacs, recently named head of the Washington branch.

NEW YORK—Max E. Youngstein, vice-president and national director of advertising, publicity, and exploitation, United Artists, last week announced the appointment of Lige Brien as director of special events and New York and metropolitan area field representative.

NEW YORK—Harold L. Smith, MPAA International division representative on the west coast, resigned last week, terminating



Roy Rogers, Republic's "King of the Cowboys," and wife Dale Evans meet Mr. and Mrs. George Gaughan, Normal, Memphis, at the Iowa-Nebraska Theatre Owners convention in Des Moines.

Drive-In Meeting Program Revealed

KANSAS CITY—Showmanship and exploitation will receive special emphasis at the National Drive-In Theatre Owners' equipment show and convention, scheduled for May 15-16-17 at the Phillips Hotel, according to O. F. Sullivan, convention chairman, last week.

Kroger Babb, president, Hallmark Productions, will be among the many speakers and Allied general counsel Abram F. Myers will deliver a major address. Trueman T. Rembusch, National Allied head, will talk on television.

Film buying and clearances will be treated at an exhibitors' closed meeting, with Jack Kirsch, Chicago, and Colonel H. A. Cole, Dallas, leading the discussions.

Other speakers, and their topics, are: Nathan D. Golden, director, NPA Motion Picture-Photographic Products Division, NPA regulations on and theatre modernization; Joseph Bennett, Claude Neon Federal Company, modernization of marquees and drive-in fronts and snack bar illumination; Rube Shor, Cincinnati, year-round drive-in operation with the use of in-car heaters; Byron Chapell, theatre insurance; Leon J. Bamberger, RKO sales promotion manager; "Censorship vs. Self-Regulation"; William C. Allen, Baltimore, results of the National Allied survey on National Screen Service; Jack Jackson, National Screen Service public relations director, trailer service rates, and lithograph advertising for drive-ins; Jack Braunagel, Kansas City, institutional advertising for drive-ins, and Phillip Blakey, Commonwealth Theatres, exploitation promotions for drive-ins.

Following the banquet on May 17 there will be presented "The Hallmark Show."

23 years of service with the Association. He joined MPAA's International division in 1928.

NEW YORK—Producer Sol Lesser last week announced the engagement of the Jack Goldstein Office, New York City, to handle public relations and promotion on the premiere engagements of "Kon-Tiki."

NEW YORK—Warners last week confirmed the resignation of Jacob Wilk, eastern production manager since 1929.

NEW YORK—Seymour Krim, Paramount publicist for the past two years, resigned last week to do free-lance writing.

Complete Program Set For VCI Confab

PHILADELPHIA—The complete program of events for the 15th annual convention of Variety Clubs International on May 9-12, with Tent 13 playing host, was announced last week by Harold D. Cohen, chairman, program committee.

Highlight will be the Midway Banquet in the ballroom of the Bellevue-Stratford Hotel on May 12 when the annual Humanitarian Award presentation will take place.

Vice-president Alban W. Barkley will be a guest of honor, and Senator Kefauver is also due to be on hand.

Eric A. Johnston, Economic Stabilization Director, who was to have been on hand, won't be present for a reason that hasn't been made clear although earlier in the week he is due to be in Boston for a dinner in connection with Brotherhood.

Other features of the banquet will be the Ken Murray television show, singing by the Valley Forge Military Academy Glee Club and Morton Downey, and music by the Ferko String Band. While the banquet is taking place, there will be a cocktail party and hickory-broiled steak dinner for the ladies at the Latin Casino, following which they will join the men in a party and dance at the Bellevue-Stratford.

The convention will adhere to the following schedule: May 9, registration; Faye Emerson television show from the ballroom of the Bellevue-Stratford; a reception and buffet supper; May 10, business session, luncheon, shopping tour for the ladies, followed by a luncheon at which Downey will sing, canvassmen's annual dinner, cocktail party and fashion show for the ladies, seafood dinner and party at old Bookbinder's restaurant, roof garden party and dance at the Bellevue-Stratford; May 11, business session, ladies' tour of Valley Forge and the Main Line, Variety Clubs International Handicap Race at Garden State Race Track, "Hey Rube" dinner for canvassmen, special broadcast of "Queen For A Day" radio show, reception and dance for visiting screen stars, and, May 12, business session, city sight-seeing tour for the ladies, luncheon, luncheon and card party for ladies, and the banquet and dance.

Loretta Young is the first of the Hollywood stars to give definite assurance of attendance.

MacMillen Pathe Indus. Head

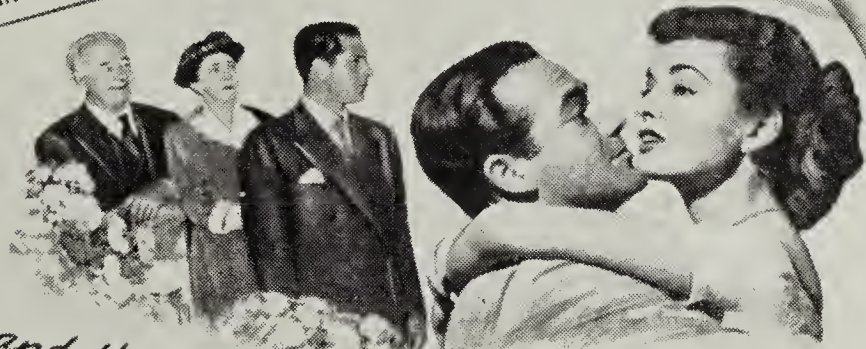
CLEVELAND—Pathe Industries directors last week elected William C. MacMillen, Jr., president, and Kenneth M. Young, chairman of the board. Young succeeds Robert W. Purcell, who will continue as a director and member of the executive committee. MacMillen had been vice-president and director, and president of the company's subsidiary, ELC, recently sold to UA.

Reelected directors are Edwin Cox, William R. Daley, Henry J. Guild, MacMillen, Purcell, Young, Max Roth, and Kenneth Browne.

Columbia Sets Shorts Month

NEW YORK—Columbia last week designated May as "Short Subject Month." The special effort is an adjunct to the "Abe Montague Sweepstakes" sales drive.

The 24 HOURS THAT
SHOCKED the TOWN!
and there's a LAUGH with
every Scandalous Second!!



and the MORNING-AFTER...WHEN THE BEST MAN
GAVE THE BRIDE AWAY—BEFORE THE WEDDING!



Starring
ANN BLYTH • MARK STEVENS
with CECIL KELLAWAY • JESSE WHITE • CRAIG STEVENS • WILLIAM LYNN

Written for the Screen by JACK HENLEY • Directed by FREDERICK de CORDOVA • Produced by LEONARD GOLDSTEIN

UNIVERSAL INTERNATIONAL presents
**KATIE
DID IT!**
...and WAS it FUN!



Here's that *Happy Spring Tonic*
for Your **BOX-OFFICE**
...from **U-I!**



Paramount Men In Annual Meeting

NEW YORK—Paramount home office and studio executives, along with field sales personnel headed by 32 branch managers, met last week for an important annual three-day national sales convention.

Confirmation by Barney Balaban, president, of Jerome Pickman as national director of advertising, publicity, and exploitation was revealed at the opening session.

"Paramount today has the greatest product lineup ever assembled by any studio in the history of the motion picture industry," Y. Frank Freeman, vice-president and studio head, told delegates. Detailing more than 50 pictures already completed, currently in production, and in preparation, Freeman said these represented quality boxoffice films that needed only the proper presentation to the motion picture-going public to score top grosses wherever they are played.

"The studio," Freeman said, "is doing a top job. Nowhere in the industry is there a more loyal, efficient and hard-working group. But we cannot do the job alone. We must have, and are going to receive, 100 per cent cooperation from the distributing company."

Winners of \$40,000 in prize money for Paramount's "Golden Harvest Sales Contest," the A. W. Schwalberg Merit Awards, the Pine-Thomas booking contest, and the Pine-Thomas "Lawless" contest were announced by A. W. Schwalberg, president, Paramount Film Distributing Corporation.

In the "Golden Harvest Sales Drive," the New Orleans branch topped nine others. Sharing in first prize money were W. Gordon Bradley (then branch manager, now Atlanta branch manager), and staff. Second prize money went to the Indianapolis branch, and was shared by branch manager G. R. Frank and staff. Third place money went to Des Moines branch manager Donald Hicks and his staff. The Oklahoma City branch won fourth prize money. Sharing in it were branch manager C. H. Weaver and staff. Jacksonville, Fla., won fifth prize money for branch manager William Holliday (now branch manager, New Orleans) and aides. Sixth place prize money went to Charlotte branch manager Albert Duren and staff. Denver took seventh place, with prize money going to branch manager Ward Pennington and staff.

In eighth place was St. Louis, which split its prize money among branch manager Harry Haas and aides. Ninth place prize money went to Portland and branch manager Wayne Thiriot and staff, and the Washington, D. C. branch took the last money-winning spot. Sharing the cash prize were branch manager Albert Benson (now resigned) and aides.

The A. W. Schwalberg Merit Awards went to Phil Isaacs (former division assistant, now Washington branch manager); John Gibbons and Gilbert Norton, Boston; Henry Germaine, New Haven; Edward Fitzgerald, Buffalo; Marjorie Trescot, Shirley Couwenhoven, and Thelma Ray, Jacksonville; Ulrik Smith and Herbert Gillis, Philadelphia; Harold Rhodes, Detroit; John Gentile and Lillian Ahern, Cincinnati; Robert Caskey, Pittsburgh; Hal Marshall, Washington exploiter; Howard Roth, Cleveland; Lester Coleman, Mae

COMPO Protests Philco Griffith Television Show

NEW YORK—Arthur L. Mayer, executive vice-president, Council of Motion Picture Organizations, sent a sharp protest last week to the Philco Corporation against the Philco television program which attacked the motion picture business for its treatment of the late D. W. Griffith. In a letter to James Carmine, president, Philco, Mayer called the program "a violation of that cardinal principle of advertising ethics which forbids any attack on another business." He said the offense was aggravated "by the fact that in this instance you were attacking an industry that competes with your own."

Mayer sent copies of his letter to Joseph H. McConnell, president, NBC, and Sylvester L. Weaver, Jr., executive vice-president, NBC, in charge of television.

Woltz, Ralph Carmichael, Charles Newman, and Max Factor, Los Angeles; Milton Anderson, Robert Clark, Jack Stevenson, James French, and King Trimble, San Francisco; Madeline Stone and Lucille Bishop, Portland; Harry Hamburg, Eugene Jacobs and A. Ruth Turgeon, Kansas City; Heywood Simmons, Dallas; Irving Werthamer (former division assistant Chicago, now branch manager, Milwaukee); Sarah Goldberg, J. H. Stevens, Robert Allen, Ephraim Goldberg, and Louis Aurelio, Chicago; Marion Anderson and John Trude, Omaha; Harold Wise and Helen Richcreek, Milwaukee, and William Mussman, Forrest Myers, and Bonita Lynch, Minneapolis.

In the Pine-Thomas booking contest, New Haven, with Richard Carroll and Frank Manzi, won first prize money; Boston, with Gasper Urban, Alfred MacIntyre, Wendel Clement, and Abraham Isaacs, second; Los Angeles, with Eugene Beuer-

Paramount Adds 16 To 100 Per Cent Club

NEW YORK—An additional 16 members were named last week to Paramount's select "100 per cent Club" by A. W. Schwalberg, president, Paramount Film Distributing Corporation, at the company's national sales convention.

Those honored for their excellent records in 1950 include: Edmond DeBerry, Charlotte salesman; David Friedman, Charlotte salesman, now assistant to eastern-southern division manager Hugh Owen; Fred Mathis, Jacksonville, Fla., salesman; Bartow Smith, Jr., Atlanta salesman; John Gentile, Cincinnati salesman, for the second time; Herbert Gillis, Philadelphia sales manager; Jack Howe, Washington office booking manager; Kenneth Bishard, Des Moines salesman; George DeVine, Indianapolis salesman; Harry Schlar, Milwaukee office booking manager; Eugene Jacobs, Kansas City salesman; Richard Parker, Dallas office booking manager; Frank Rule, Dallas salesman; Paul Allmeyer, Denver salesman; Ralph Hayden, Seattle office booking manager, and Jack Stevenson, San Francisco salesman for the second time.

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

RKO

"Best Of The Bad Men"—Good western.

WB

"I Was A Communist For The F.B.I."—Topical meller has plenty of selling angles.

man, Harlan Brunt, Ernest Kirkpatrick, and James Merry, third; San Francisco, with George Carmone, James Peirson, and Walter Lange, fourth, and Seattle, with Ralph Hayden, fifth.

In the Pine-Thomas "Lawless" contest the winners were Myron Sattler, New York; John Moore and exploiter Arnold Van Leer, Boston; Frank Saviola and exploiter Ed Wall, Buffalo; Ralph Garman, Philadelphia; David Kimelman, Pittsburgh; Harry Schlar, Milwaukee; William Haarmann, Omaha; Tom Bridge, Dallas; Alfred Taylor, Los Angeles, and Neal East, San Francisco.

A total of 58 one-reel shorts, 34 of which are cartoons in color, by Technicolor, and 104 issues of Paramount News will be released by Paramount in the 1951-52 season, it was announced by Oscar Morgan, general sales manager, short subjects and Paramount News. Morgan detailed the schedule which includes the introduction of an entirely new series, "Paramount Toppers," and a change in title to "Kartunes" for the series formerly known as "Screen Songs." Six each of those will be released along with eight "Popeye" cartoons, four "Popeye" Champion Cartoons, 10 "Noveltoon" cartoons, six "Casper" cartoons, six "Pacemakers," and 12 "Sport-lights."

Moving into the subject of merchandising short subjects and newsreels, Morgan said, "The day of soft selling, gentlemen, is gone from distribution. The day of hard, intelligent selling is here to stay, and the shorts and news dollar becomes more important to this company than ever before. As I see it, we have two major tasks: To overcome the lethargy of many exhibitors toward the value of shorts and news to exhibition, and to really 'sell' our product to every situation."

Paramount's entire advertising, publicity, and exploitation staff, under national director Pickman, met on the final day of the convention.

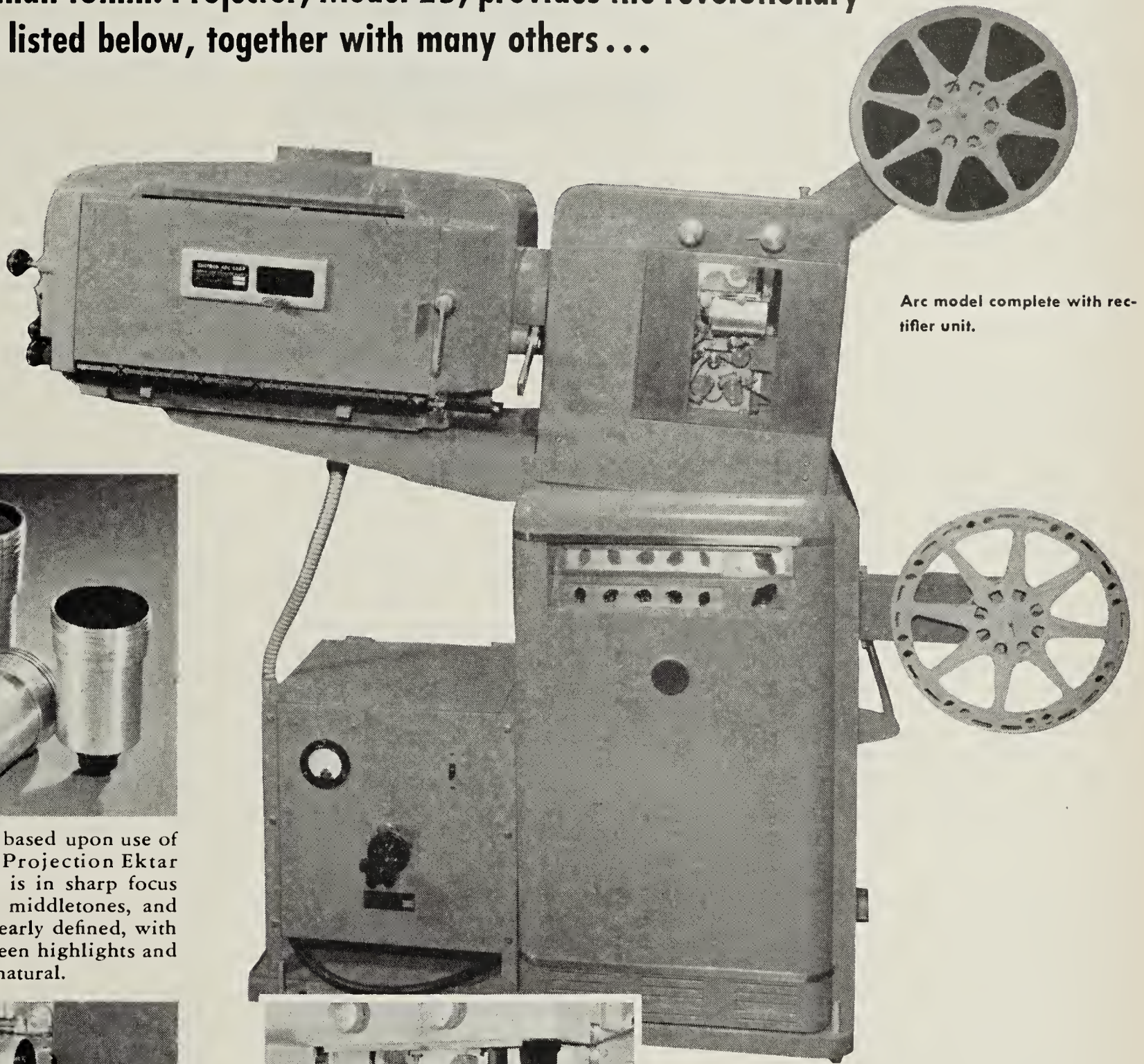
Principal topic of discussion was the means of implementing the recently formulated merchandising program set up to narrow the promotional gap between the completion of a new film and its release some months later. In addition, everyone present was briefed on advertising, publicity, and exploitation plans envisioned for forthcoming productions, and the floor was thrown open for the submission of additional ideas and suggestions.

TV Extensions Granted

WASHINGTON—The Federal Communications Commission last week announced it has granted 20th-Fox and Paramount Television Productions an extension from April 28 to Oct. 27 of special temporary authority to experiment with theatre television in the New York area.

Exclusive with this projector...

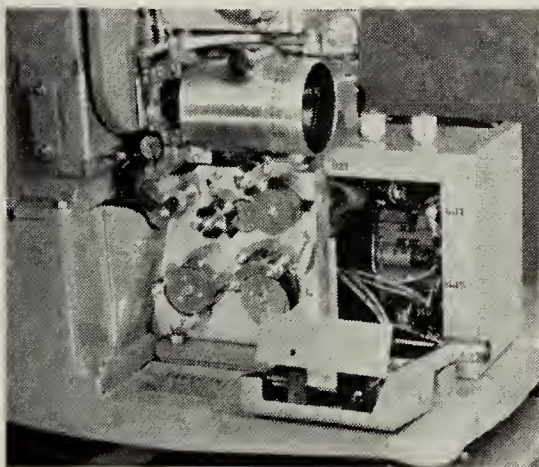
Only the Eastman 16mm. Projector, Model 25, provides the revolutionary new features listed below, together with many others...



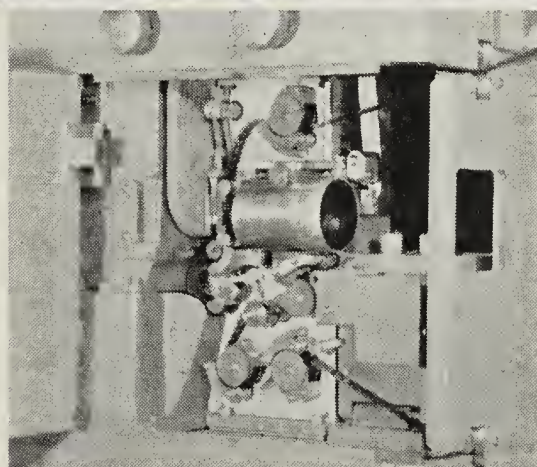
Arc model complete with rectifier unit.



New Optical System based upon use of *Lumenized* Kodak Projection Ektar Lenses. The picture is in sharp focus overall. Highlights, middletones, and shadow areas are clearly defined, with range of tones between highlights and shadows complete, natural.

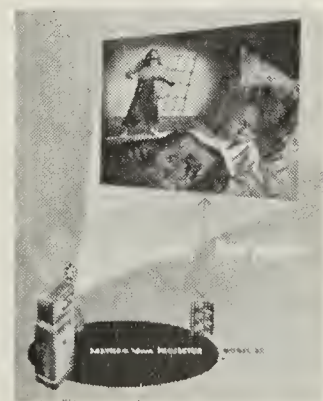


New Sound Reproduction employing "slitless" type sound optical system. Special curved cylindrical lens element forms intermediate image which is imaged on film at further reduction of 3 to 1, giving flat image of uniform width and constant intensity.



New Heavy-Duty Mechanical Design establishes new standards of 16mm. performance. For example: shock forces in each essential kinematic unit are isolated; accelerators in intermittent system are cushioned; geneva star movement is of advanced design.

For further information and prices, write for copy of new 16-page book, "Theater Quality 16mm. Projection."



Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, New York

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

MISCELLANEOUS

NEWSREELS

IN ALL FIVE:

New York: MacArthur acclaimed.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 34, No. 34)
Korea: Marines battle Reds. Germany: Eisenhower visits American air base. New York: Mrs. MacArthur and son see town. France: Schuman pact signed by six European nations (except Dallas). Dallas: Legal Center dedicated at Southern Methodist (Dallas only). Cypress Gardens, Fla.: Water ski aces rule the waves.

NEWS OF THE DAY (Vol. XXII, No. 268)
Korea: Marines battle Reds. Japan: Ridgway takes MacArthur's post in Tokyo. California: Prisoners help fight fire at San Quentin. Boston: Hiroshima Jap wins marathon. Jamaica, L. I.: The Wood Memorial.

PARAMOUNT NEWS (No. 71) See "In All Five."

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 450) Korea: Marines battle Reds. Seattle: Canadians sail for Korea. Italy: Caterpillar plane tested. Fallon, Nev.: Cow quadruplets. Toronto, Canada: Shorter hair-dos shown. Toronto, Canada: "Maple Leafs" win hockey cup. Jamaica, L. I.: The Wood Memorial.

WARNER PATHE NEWS (Vol. 22, No. 73)
France: Schuman pact signed by six European nations. Alaska: Air Force jets keep vigil over ramparts. New York: The Wood Memorial. Pittsburgh: Premiere of "I Was A Communist For The F.B.I."

TELENEWS DIGEST (Vol. V, No. 17-A) New York City: MacArthur acclaimed. Tokyo: New Far East commanders. Korea: Marines battle Reds. Michigan: Last rites for Senator Vandenberg. England: Search for lost submarine. England: Mystery of the Stone of Scone solved.

IN ALL FIVE:

USA: MacArthur comes home.

MOVIETONE NEWS (Vol. 34, No. 33) See "In All Five."

NEWS OF THE DAY (Vol. XXII, No. 267) See "In All Five."

PARAMOUNT NEWS (No. 70) See "In All Five."

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 449) See "In All Five."

WARNER PATHE NEWS (Vol. 22, No. 72) See "In All Five."

TELENEWS DIGEST (Vol. 5, No. 16-B) USA: MacArthur comes home.

NATIONAL BOARD OF REVIEW

April 21, 1951

STARRED SELECTED FEATURES: "Kon Tiki" (RKO); "On The Riviera" (20th-Fox); SELECTED FEATURES: "Bullfighter And The Lady" (20th-Fox); "Inside The Walls Of Folsom Prison" (WB); "New Mexico" (UA).

NATIONAL LEGION OF DECENCY

April 26, 1951

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Along The Great Divide" (WB); "Fury Of The Congo" (Col.); "The Great Caruso" (MGM); "Gun Play" (RKO); "I Was A Communist For The F.B.I." (WB); "The Man From Planet X" (UA); "Stop That Cab" (Lippert); UNOBJECTIONABLE FOR ADULTS: "Atrocities At Fort Santiago"



Max E. Youngstein, vice-president, United Artists, is seen in New York recently receiving the Parents Gold Medal award of the month for UA Ansco-color release, "New Mexico," from E. Phillips Wilcox, promotion manager, Parents magazine.

20th-Fox Prod. Costs Down

NEW YORK—Spyros P. Skouras last week told 20th-Fox stockholders that the company plans to produce 36 features this year at an average cost of \$1,500,000, which is \$134,000 less than the average of \$1,634,000 for the 28 pictures made last year. Average cost per feature dropped from \$2,328,600 in 1947 to \$1,869,700 in 1948, and to \$1,787,700 in 1949, while the number of features increased from 18 in 1947 to 21 in 1948, and 24 in 1949.

Skouras disclosed that National Theatres increased its funded debt by \$7,500,000 by August, 1950, making it possible for National Theatres to pay a substantial dividend to its parent company before divorcement is effected. On the matter of private anti-trust suits pending against the company, Skouras declared that pending actions at the close of 1950 were about 15 per cent more numerous than at the end of the previous year.

The company's 1950 income amounted to \$165,067,440, as compared with \$182,911,512 in 1949. Net earnings were \$9,553,260, a decrease from the previous year's \$12,415,146.

Bloksberg-Bamberger

NEW ROCHELLE, N. Y.—The marriage of Miss Lois Jean Bamberger, daughter of Mr. and Mrs. Leon J. Bamberger, to Leonard Martin Bloksberg, son of Mr. and Mrs. Max Bloksberg, Brooklyn, N. Y., will take place on May 6 at the Westchester Woman's Club, Mount Vernon, N. Y. The Rev. Max Maccoby of the Free Synagogue of Westchester, will perform the ceremony.

The bride's father is the RKO executive.

Calo, Chicago, Sues

CHICAGO—The Calo, Northside neighborhood house, owned by Arthur and Theodore Davidson, filed a \$450,000 anti-trust suit against eight distributors, Balaban and Katz, and Warner Theatres, last fortnight. The suit alleges conspiracy by the defendants to monopolize.

(Classic); "The Brave Bulls" (Col.); "The Browning Version" (English-made) (U-I); "Goodbye, My Fancy" (WB); "Half Angel" (20th-Fox); "New Mexico" (UA); "Odette" (English-made) (Lopert); "Orpheus" (French-made) (Discina Int.); "The Prince Who Was A Thief" (U-I); OBJECTIONABLE IN PART: "The Man With My Face" (UA); "Pandora And The Flying Dutchman" (MGM); "Tokyo File 212" (RKO); CONDEMNED: "French White Cargo" (French-made) (Distinguished).

Chicago Allied Sponsors Confab

CHICAGO—Inaugurating what may prove to be the forerunner of a series of informal luncheon-meetings between Chicago exhibitors and movie critics, columnists and editorial heads of metropolitan dailies, Allied Theatres of Illinois, Inc., held the first of such luncheons last week at the Morrison Hotel.

Purpose of the meeting, chairmanned by Jack Clark, Tiffin manager and chairman, Allied's publicity and promotional committee, was to elicit views and suggestions from the press representatives as to how Chicago theatre owners could best serve the public's entertainment needs, and generally build good will for the industry.

Many valuable suggestions were offered by the critics in attendance as to how the newspapers could assist and the steps to be taken by theatre owners in bringing this about. They praised the exhibitors for initiating the luncheon talks, and expressed the hope that they would be broadened to include various departmental heads of their papers.

Attending, in addition to Jack Kirsch, Allied president, who welcomed the press, were: Doris Arden, the Sun Times; Sam Lessner, the Daily News, Ann Marsters, the Herald-American; H. H. MacDonald, EXHIBITOR; Arthur Davidson, Ludwig Sussman, Bruce Trinz, members of the Allied committee; Eddie Levin, Balaban and Katz; Herb Wheeler, Warner Theatres, and others.

Einfeld Continues S. A. Trip

RIO DE JANEIRO—Showmanship methods and techniques were discussed on an inter-hemisphere basis last week as Charles Einfeld, vice-president, 20th Century-Fox, met with members of the Ribeiro Circuit. Einfeld was invited to address the circuit toppers at the invitation of Luiz Ribeiro, head of the organization, which operates some 60 theatres.

Further activities for Einfeld included meetings with the Press Association and a special get-together with the Brazilian film critics. Also at the press gatherings were members of the overseas press.

Chicago House Sues

CHICAGO—James Jovan, Loop Monroe, last week sought \$300,000 damages in an anti-trust suit filed against Balaban and Katz, Great States, Warner Theatres, Winston Theatre Corporation, operator of the Loop Grand; UA, RKO, Columbia, Warners, Paramount, and Universal. The suit covers the period from December, 1947, to July, 1949.

Hughes Enters Appeal

NEW YORK—Howard Hughes last week entered an appeal with the U. S. Supreme Court from the New York statutory court's decision of March 27 ordering him to sell his 24 per cent interest in RKO Theatres by Feb. 20, 1953, or have the stock sold within the following two years by the trustees, the Irving Trust Company.

Arkansas Plans Set

LITTLE ROCK, ARK.—Sam B. Kirby, president, Independent Theatre Owners of Arkansas, announced last week that plans for the organization's 32nd annual convention at the Hotel Marion on May 7-8-9 had been completed.

UA Sales Execs In Chicago Meet

CHICAGO—United Artists will open its "Blueprint For Tomorrow" sales convention, first national meeting since 1946, tomorrow (May 3) at the Blackstone Hotel.

The convention will run for three days, with sales and distribution heads, division, district and branch managers, home office executives, UA producers, and their New York representatives gathered for their first over-all meeting since the recent reorganization.

Keynote of the convention, chaired by William J. Heineman, vice-president in charge of distribution, is "Blueprint For Tomorrow." Delegates will receive a "behind-the-scenes" picture of over-all sales plans and policies as well as perfected methods of stepping up billings and collections from Heineman, with Max E. Youngstein, vice-president and national director of advertising, publicity, and exploitation, supplying full details of the company's point-of-sales plans and pre-selling policy.

Product and sales analysis of forthcoming films will be given by Arthur Sachson, New York representative for Robert Stillman; Jack Ellis, New York representative for I. G. Goldsmith; David "Skip" Weshner, New York representative for the Danzigers; S. P. Eagle, and Arthur Kelly, New York representatives for Charles Chaplin.

All UA producers whose current shooting schedules permit will address the convention delegates, as will also Robert Stillman, Jules Levey, producer; Douglas Silk, Irving Allen, Ed "Archie" Gardner, W. Lee Wilder, and Bob Roberts.

The delegates will also be addressed by Stanley Kramer. Other executives of the Kramer organization, including George Schaefer, Sam Katz, Meyer Beck, and George Glass, will also speak.

Home office executive representatives will be headed by president Arthur B. Krim, Matthew Fox, Robert W. Benjamin, Heineman, Max E. Youngstein, Seymour Peyser, vice-president and general counsel; A. E. Bollengier, treasurer, and Bernard Kranze, executive assistant to Heineman. Sales executives will include Nat Nathanson, eastern and Canadian sales manager; Milton E. Cohen, western and southern sales manager; Jack Wrege, assistant to Nathanson; John Hughes, assistant to Cohen; Joe Sugar, Rube Perlman, and Phil Dow.

Youngstein's advertising, publicity, and exploitation division will be presented by Francis Winikus, advertising manager; Al Tamarin, publicity manager; Mori Krushen, exploitation manager; Jonas Arnold, assistant advertising manager; Leon Roth, assistant publicity manager, and Lige Brien.

Also attending will be district managers Fred Meyers, Moe Dudelson, J. J. O'Loughlin, W. T. Keith, James Velde, and Charles S. Chaplin, and branch managers Harry Segal, Boston; Joe E. Callahan, New Haven; John Turner, Philadelphia; E. W. Sweigart, Washington; David D. Leff, Buffalo; Jack Finberg, Cincinnati; Sidney Cooper, Cleveland; S. J. Bowman, Detroit; M. Trautenberg, Pittsburgh; Harry Goldman, Chicago; W. C. Hames, Indianapolis;

Lippert, Petrillo Set Television Deal

HOLLYWOOD—Producer Robert L. Lippert and James C. Petrillo, president, American Federation of Musicians, last week concluded an agreement which will permit the release of motion pictures made for theatrical distribution to television. Included in the deal is the provision that the musical scores for such films be re-recorded for television, and that the producer pay five per cent of his TV earnings to the AFM recording fund. The scoring must be done by the same number of musicians who originally recorded the sound track, and they must work for the same amount of time.

Lippert revealed that he will begin re-recording the music for 26 films made in 1946, 1947, and 1948 immediately for the 1951 television market.

The new Lippert-Petrillo formula is understood to be open to any other producer desiring to make a similar agreement.

Following the announcement, other talent guilds launched a new drive for TV film revenue. The Screen Writers Guild prepared to demand 15 per cent of producer returns from TV sales while the Screen Actors Guild is understood to be backing up SWG.

The IATSE and SDG also indicated that they want a cut.

Joe Imhof, Milwaukee; Abbot Schwartz, Minneapolis; Clarence Olson, Denver; William E. Truog, Kansas City; D. V. McLucas, Omaha; F. J. Lee, St. Louis; Richard Carnegie, Los Angeles; C. Trowbridge, Salt Lake City; Ralph F. Clark, San Francisco; A. J. Sullivan, Seattle; J. A. Bachman, Atlanta; Byron Adams, Charlotte; T. E. Laird, Dallas, and George Pabst, New Orleans, and, from Canada, Robert Radis, Calgary; Sam Kunitzky, Montreal; S. Miller, St. John; George Heiber, Toronto; H. Wolfe, Vancouver, and A. Feinstein, Winnipeg.

United Artists last week announced a consolidated release schedule of its own and ELC product which calls for 19 films to be made available from May 1 to Aug. 17, and one every week thereafter.

The last ELC release to get a release before UA took over was the English-made "Oliver Twist."

The films comprising the combined tentative UA release schedule include, by months: May, "Volcano" (ELC); "Try And Get Me" (UA); "The First Legion" (UA); "New Mexico" (UA); "Odette" (UA), and "The Prowler" (UA); June, "Fabiola" (UA); "The Man With My Face" (UA); "Three Steps North" (UA); "The Hoodlum" (ELC); "St. Benny The Dip" (UA), and "Two Gals And A Guy" (ELC); July, "Cairo Road" (ELC); "He Ran All The Way" (UA); "Cyrano De Bergerac" (UA); "Pardon My French" (ELC), and August, "Cloudburst" (ELC); "Mr. Drake's Duck" (UA), and "The Evil One" (ELC).

Pictures recently released by both companies, which UA will be selling during this same period include "Wicked City" (ELC); "The Sun Sets At Dawn" (ELC); "Mr. Universe" (ELC); "Korea Patrol" (ELC); "They Were Not Divided" (ELC); "The Blue Lamp" (ELC); "Naughty Ar-

Yates Honored At "Guard" Bow

WASHINGTON, D. C.—President and Mrs. Harry S. Truman last week attended the world premiere of Republic's "Fighting Coast Guard" at the Warner, and received Republic President Herbert J. Yates, James R. Grainger, sales and distribution vice-president; George Crouch, Warner Theatres' zone manager; Frank LaFalce, Warner Theatres' zone director of advertising and publicity, and stars Brian Donlevy, Forrest Tucker, and Ella Raines.

Republic executives who attended included Walter L. Titus, Jr., vice-president and district manager; treasurer John Petrauskas, Jr., district managers James V. O'Gara and John Curtin, and Richard G. Yates, executive assistant to Grainger. William Martin Saal, executive assistant to Yates, arrived several days before the opening, and Steve Edwards, director of advertising and publicity, arrived with the stars, who greeted representatives of the press, radio, and television as well as civic and military dignitaries at a cocktail party at the Carlton Hotel. President Yates received a citation from Secretary of the Treasury John Snyder and a miniature replica of the famous Coast Guard ship, the *Vibb*, as well as a citation from the Coast Guard from Vice-Admiral Merlin O'Neill.

NPA Allowing Appeals

WASHINGTON—The National Production Authority announced last week that any theatre owner whose application for permission to build or remodel a theatre has been turned down by their construction control branch may now appeal to the new NPA appeals board. This three-man appeals board, it was said, is designed to hear appeals from any decision of an NPA operating branch.

Applications for reconsideration on the basis of new facts must be made within 30 days of the NPA ruling.

Myers Holds Arbitration Talks

NEW YORK—Abram Myers, Allied general counsel, last week indicated that the Department of Justice would hesitate to approve establishment of an industry-wide arbitration system if exhibition should be divided on the proposal, in expressing his belief that the Department's feelings toward the setting of an arbitration system would be influenced by the extent of exhibitor approval. Myers was in from Washington for talks with distributors.

lette" (ELC); "My Outlaw Brother" (ELC); "The Second Woman" (UA); "Circle Of Danger" (ELC); "So Long At The Fair" (ELC); "Bad Man's Gold" (ELC); "The Scarf" (UA); "The Long, Dark Hall" (ELC); "Queen For A Day" (UA); "Skipalong Rosenbloom" (ELC); "When I Grow Up" (ELC); "The Man From Planet X" (UA); "Oliver Twist" (ELC), and others.

UA will be selling two David O. Selznick pictures, "The Fallen Idol" and "The Third Man" as well as "The Portrait Of Jennie, for residual selling, plus six reissues, "Since You Went Away," "Rebecca," "Intermezzo," "The Paradine Case," and "Mr. Blandings Builds His Dream House."

NPA Classifies Theatre Equipment

WASHINGTON—The National Production Authority last week announced distribution to its field offices of a list of motion picture theatre equipment classified as real or personal property, for use as a guide in determining the cost of alteration or construction of theatres. The listing is a move toward alleviating a threatened halt in the manufacture of motion picture equipment. When suppliers become familiar with the list, NPA spokesmen said, manufacturers should have less trouble selling items classified on the list as personal property. NPA pointed out that the value of personal property need not be considered in determining construction costs, although cost of installation must be taken into consideration.

The listing follows a warning from the 35mm. Motion Picture Equipment Advisory Committee that the industry may be forced to discontinue manufacturing motion picture equipment if present construction restraints are continued. It was said that construction limitations already have curbed production from 60 to 80 per cent.

The following items have been classified by the NPA as personal property in determining whether construction costs for alteration or construction of a theatre exceed \$5,000:

Architectural materials: fabrics, paneling, curtains, drapes.

Attraction advertising equipment: marquees, changeable letters, and supporting frames for marquees and display frames—recessed and flush mounted.

Drive-in equipment: athletic equipment, playground equipment, rides, etc., benches and picnic equipment, admission control equipment, directional signs, in-car speakers, loudspeaker junction boxes, in-car heaters, portable screen towers, outdoor walk-in pagoda seats.

Emergency power plants, portable hand type, and permanent floor coverings, carpeting and lining, linoleum and mastic tile and rubber mats.

Lighting equipment: directional signs, black lighting, germicidal lighting, portable lamps, stage lighting, spot and flood lights (in production rooms).

Maintenance and washroom equipment: vacuum cleaners and light stands.

Projection and sound equipment: Projectors and pedestals, sound reproducing systems, arc lamp houses, power conversion equipment listed as motor-generator sets and rectifiers, horns and speakers, public address systems, screens, film winders, rewind tables, film splicers, auditory aid equipment, film storage cabinets.

Stage rigging and curtain controls, curtain tracks and controls.

Ticket sales and admission control coin changers, ticket issuing machines, ticket choppers.

Miscellaneous items: crowd control equipment—portable posts and rope, foyer and rest room furniture, sand urns, tele-

MOT Plan Paying Off

NEW YORK—Phil Williams, "The March of Time" theatrical sales manager, who last week returned from an extensive trip throughout the south and southwest, announced that with his on-the-spot-analysis the effect of "The March of Time's" recently inaugurated "planned promotion play-off" in selected areas had proved an excellent play-off stimulant. With its showing of "Flight Plan For Freedom," Interstate's Worth, Ft. Worth, Tex., held an advance preview which gathered valuable newspaper space, and, in turn, added up a noticeable increase in bookings.

NY Campaign Progresses

NEW YORK—At a meeting of some 40 exhibition leaders last week, a revised version of Fred Schwartz's business promotion campaign was approved. Schwartz, Max A. Cohen, Si H. Fabian, Ed Rugoff, and Joseph R. Vogel were named as a committee to activate a public relations program, and engage any necessary personnel to carry out the campaign. Distributors have promised exploitation and advertising cooperation.

Colosseum, ELC In Deal

MILWAUKEE—An agreement was reached last fortnight between the Colosseum of Motion Picture Salesmen and Eagle Lion Classics whereby ELC will give two weeks' severance pay to company salesmen dismissed due to the sale of ELC to UA. They will also receive whatever sales drive prize money they have earned, it was said.

Stiefel Sued For \$50,000

PHILADELPHIA—Eugene Mori, president, Garden State Racing Association, filed suit last week against producer Samuel H. Stiefel, demanding payment of \$50,000 allegedly lent in 1948 for use in the production of "Quicksand" and "The Big Wheel," both released by UA.

Adult Prices Rise

WASHINGTON—The index of adult admission prices rose to 73.1 per cent above the 1935-1939 average in the last quarter of 1950, while children's prices held steady at 58.2 per cent, the Bureau of Labor Statistics revealed last week.

Golden At SMPTE Meeting

NEW YORK—Nathan D. Golden, director, NPA's Motion Picture-Photographic Products Division, was slated to speak this week at the luncheon opening of the 69th semi-annual SMPTE convention.

vision sets for foyer, candy display cases, popcorn machines and warmers, self-contained drink dispensers.

The following were declared to be real property:

Air supply and conditioning, centralized type with ducts, etc., and unit conditioners without ducts.

Attraction advertising equipment and marquees, marquees and upright electric signs.

Auditorium chairs, bolted to the floor.

Drive-in equipment attraction advertising signs, loudspeaker mounting posts, lighting equipment, fencing, loudspeakers' underground cable, stadium seating and screen towers.

General lighting equipment.

Ticket and admission control boxoffices and water coolers, miscellaneous soda fountains.

Van Nomikos Files Chicago Suit

CHICAGO—A \$1,032,000 anti-trust suit was filed in federal court last week by Theatre Operating Company, owned by Van Nomikos, against Balaban and Katz, RKO Theatres, and eight distributors. The complaint charges that in 1892, TOC, then owned by John A. Hamlin, rented the Grand in the Loop, and operated it as a legitimate theatre. In 1942, Hamlin's estate decided to convert the Grand into a motion picture theatre but was unable to get first-run product so it leased the house to Van Nomikos. TOC was to get 25 per cent of the profits made by the house under Van Nomikos' operation but he was also unable to get first-run product so he interested RKO Theatres to take over the house. TOC reduced its profit participation in the Grand from 25 per cent to 12½ per cent.

RKO, the complaint states, succeeded in getting first-run product, because it was part of the monopoly, it is charged, and, from May, 1943, to August, 1949, the Grand showed a profit of \$376,000. TOC now claims that had it been able to get first-run product for the same period it would have earned this amount instead of \$32,000 in rent. TOC also claims, as an alternative, had Nomikos been able to get first-run product, TOC would have earned \$79,000, or 25 per cent of the theatre's profits, instead of \$32,000, or 12½ per cent. Nomikos sold his interest in the Grand in December, 1949, to RKO Theatres. In August, 1950, he bought TOC from the Hamlin estate.

UA, IA In Agreement

NEW YORK—An agreement was reached last week by United Artists Corporation and Local H-63, on the terms of a new wage contract covering 135 home office employees in New York City. The agreement covers a two-year period, from Jan. 1, 1950, to Dec. 31, 1951, and provides for immediate salary increases and changes in working conditions. The increases are on a graduated scale, and are effective as of April 2, 1951. Changes have also been made in basic employment rates, and the severance pay clause has been liberalized.

Negotiations for the company were handled by A. E. Bollengier, treasurer, United Artists, and Norman Hasselo, personnel director, while the union was represented by Russell M. Moss, executive vice-president, and Gloria Burger and Mary Zupo, employees' committee.

Loew's Net Drops

NEW YORK—Loew's last week reported net income for the 28 weeks ended on March 15, after depreciation, taxes, and other charges, subject to year-end audit and adjustments, of \$4,225,865, compared with \$4,986,963 a year earlier. This is equivalent to 82 cents per share, compared with 97 cents per share last year. Gross sales and operating revenues for the 28 weeks were \$93,950,000, compared with \$95,618,000. For the 16 weeks ended on March 15, net income after depreciation, taxes, and other charges was \$2,230,911, or the equivalent of 43 cents per share, compared with \$3,334,114 or 65 cents per share in the corresponding period last year.

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Andrew W. Shearer

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Here is a sad story. A movie maker tries to save money—he cuts his studio lighting budget by \$30,000. And what does he get?

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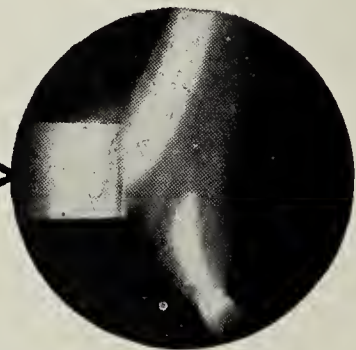
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LAYING IT

On The Line

Conservation of Equipment

WHILE this column has voiced at frequent intervals the need for a consistent program of theatre equipment conservation, word just received from Roy Boomer, Secretary, TESMA, to the effect that the organization will not hold its usual trade show in 1951 gives us reason to believe that further discussion of the subject might be in order. According to Boomer, shortages of materials, economic conditions, and government restrictions are the primary causes behind the decision not to hold an equipment exhibition this year in conjunction with the regular joint TESMA-TEDA Convention, to be held October 11, 12, and 13 at the Ambassador Hotel, Los Angeles.

ALTHOUGH Boomer states that there is no great shortage of theatre equipment at the present time, this situation may well change abruptly as the defense program gains additional momentum. An instance of what may happen in other cases has recently cropped up in connection with drive-in speakers.

ACCORDING to one authority tight restrictions on cobalt have practically removed drive-in speakers from the market because the aforementioned material is absolutely essential for the magnet used in them. Therefore, drive-in owners are being urged to stock damaged or broken speakers rather than throwing them away. At least one manufacturer, Motiograph, is taking back the injured speakers, removing the magnets, and installing them in new speakers for return to operation. This example of ingenious equipment conservation is one which should be followed wherever possible in other lines.

NATURALLY, the best way to conserve theatre equipment is to make certain that it is maintained properly. Projection machines which are not kept clean and oiled will, of course, fail long before their normal life expectancy period is over. In this connection, since there is already talk of possible shortages in film, machines must also be meticulously maintained to safeguard precious film stock against any possible damage.

LIKEWISE, chairs, screens, carpets, display frames, boxoffices, etc., must all be kept clean and in a state of good repair, for there is no telling yet how serious the equipment situation may become. The reasonably ample supply of equipment around today does not necessarily mean that it will be there tomorrow. The wise exhibitor, therefore, will do everything within his power to get the very most out of what he has.

FINALLY, while there is no reason for exhibitors to create an artificial equipment shortage by a mad dash to clean out the shelves of the nearest theatre supply dealer in anticipation of being caught short-handed, every showman who really does need to replace worn-out or outmoded equipment should do so without further delay. The day may come when he will wish that he had not hesitated about buying that sorely needed new projector or carpet.

CONSERVATION of equipment is one of the best things an exhibitor can do both for himself and the defense effort. Many a theatre operator who failed to do so during World War II found himself in sad straits afterwards, so the exhibitor of 1951 will be wise to avoid such a fatal pitfall.

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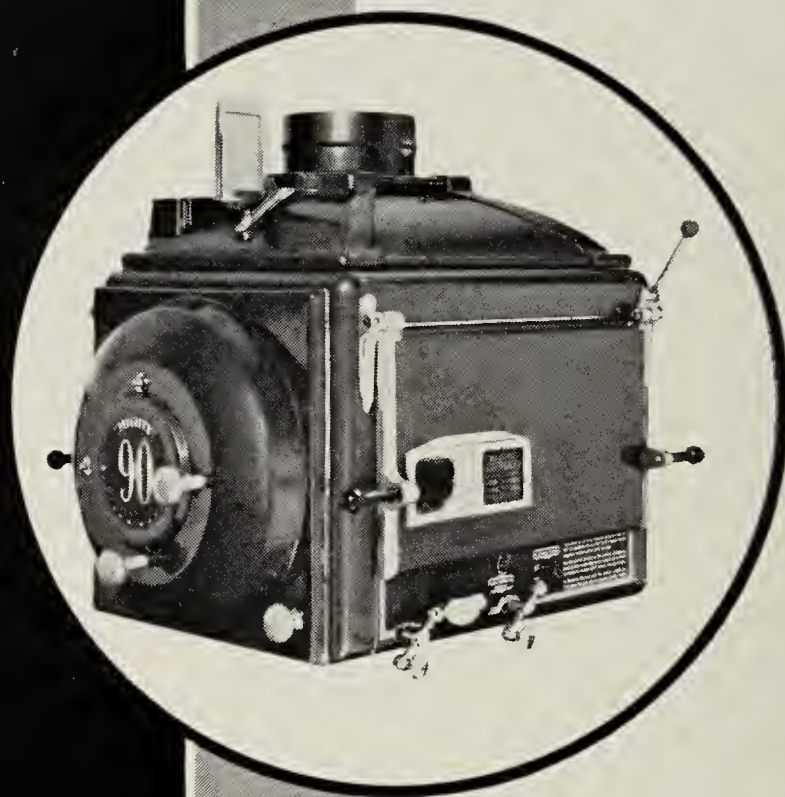


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PHYSICAL THEATRE

VOLUME VI

NUMBER 5

MAY 2, 1951

LIGHTING is literally the life blood of every show place, for not only does it make motion pictures and stage presentations possible, but upon it depends a theatre's success as an entertainment center from marquee and sign to stage and screen. Brilliant and distinctive lighting make a theatre the focal point of business life in most communities.

THEATRE EXTERIORS

Among commercial enterprises the motion picture theatre is one of the most progressive in architecture, design, and lighting. This forward-looking policy finds poignant expression in the exteriors of numerous houses.

Exteriors have two fundamental jobs to perform: attract attention and create desire. Oftentimes these two tasks must be executed in competition with other places of amusement. In order to accomplish these desired goals well, a theatre front should exhibit architectural individuality, be colorful, and brightly lighted. Architecture, color, and light are the elements which make a theatre distinctive and attractive.

Marquees

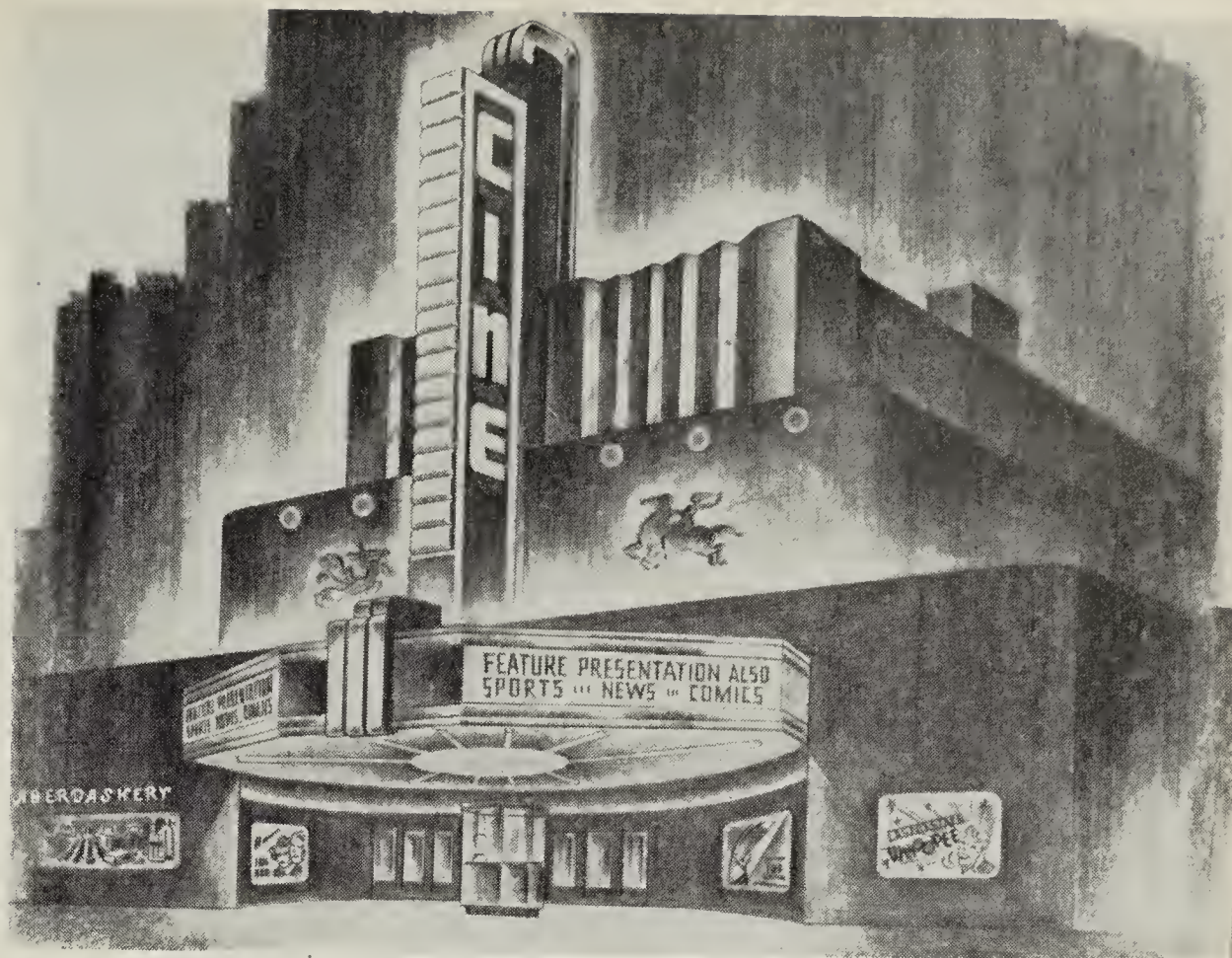
The marquee, brightest part of the theatre front, should appear to be literally bursting with light. Often it is varicolored. By the installation of proper flasher equipment, motion is imparted to special designs and to sections or all of the border lighting. The marquee is the most effective portion of a theatre front in attracting attention and creating desire because, in addition to being bright, it must be informative by means of good lettering in adequate sign areas.

Removable silhouette letters on luminous glass panels, or luminous letters on opaque panels, in the sign areas are most efficient, attractive, and popular. The light box containing the bulbs must be designed specifically for the type of bulbs used, must be light in color so as to provide a good reflecting surface, and so constructed that maintenance problems are reduced to a minimum.

If incandescent lamps are used (sign lamps are not necessary, since they are not exposed to the weather), they should be so spaced, both in reference to the reflecting surface and the luminous glass, that bright spots are avoided.

Fluorescent lamps of all types are unusually effective in achieving even brightness throughout a luminous sign. The longer fluorescent lamps are best for silhouette signs. They often should be

*The material for this article and the accompanying illustrations were furnished by the Lamp Division, Westinghouse Electric Corporation.

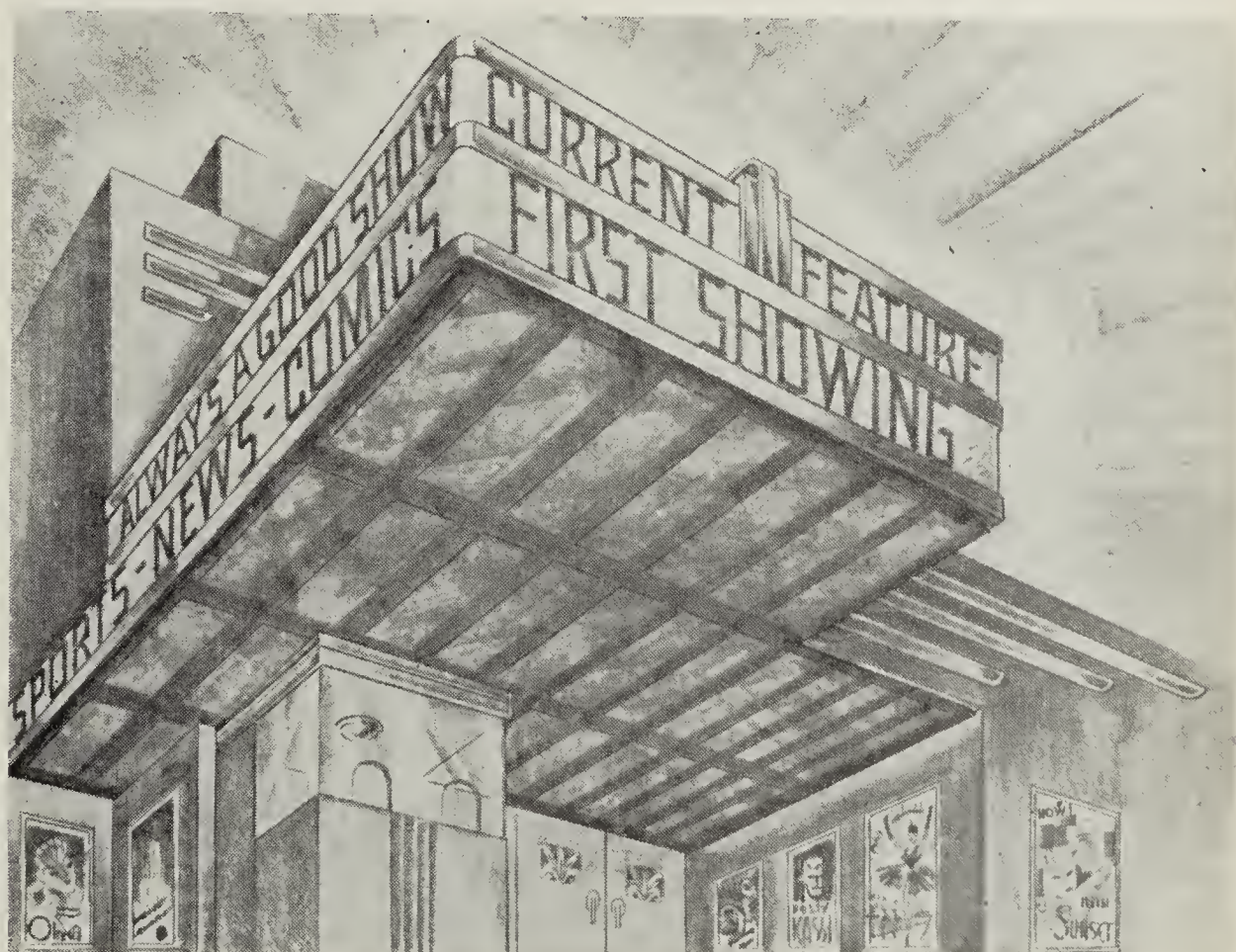


LUMINOUS ELEMENTS ARE EFFECTIVELY USED in the tower and marquee of this theatre front. Worthy of particular note are the medallions and architectural decorations, which could probably best be lighted by incandescents mounted in back. Floodlighting also makes the exterior sparkle.

Theatre Lighting Suggestions

Proper Choice And Use Of Lamps Fundamental In Creating Functional And Dramatic Effects

A CEILING OF TRANSLUCENT GLASS PANELS has been used in this marquee to provide a high level of lighting on the sidewalk below and in front of the boxoffice. Incandescents or fluorescents, or a combination of both, would make these panels really bright and alive with light.



mounted so that the ends overlap, thus preventing dark spots due to sockets. The use of fluorescents outdoors should always be considered in relation to temperatures in which they will be required to operate.

Luminous Elements

Most beautiful and distinctive of all architectural effects inside and outside the theatre are those obtained by the use of luminous elements. For satisfactory and attractive results, the character of both luminous materials and light sources must be considered, so that those which are complementary to each other are employed in all cases.

Most frequently used materials for luminous elements are glasses of all types, glass blocks, plastics, impregnated marble, and alabaster. All have different characteristics and abilities in transmitting, diffusing, and absorbing light, which should influence original plans for lighting and subsequent servicing. Other factors which influence the type of lighting and lamps employed are: reflecting surfaces back of the elements; the color and effect desired; maintenance; and location indoors or outdoors.

In general, almost all types of lamps may be used—standard incandescents as well as tubular, reflector and projector, and reflector showcase incandescents. Fluorescent lamps, however, because of their shape, coolness in operation, color, and long lives under continuous burning conditions, are by far the best. Another important point in favor of fluorescents is that the success of luminous elements depends primarily upon their brightness—and the light output per watt for fluorescent lamps is greater than for any other light source. Also, when colors are desirable, fluorescents lead the list for efficiency and attractiveness.

Outer Lobbies

Many theatres have an outer lobby or foyer which leads from the ticket window to the inner theatre and auditorium. Although a traffic area, a patron here receives his first impression of what the theatre is like inside of the sidewalk and learns from posters about coming attractions. Architectural design and lighting should not be slighted here.

INDIRECT LIGHTING IS SUPPLIED to this lobby by two coves, one above the other and so designed that the light is thrown upward and outward into the room with the ceiling serving as a partial reflector. The center fixture is entirely indirect and utilizes incandescent lamps for notable results.

The lighting problems in this outer lobby are mainly concerned with general overall illumination and local lighting at the ticket booth and for the posters. Lighting levels should be highest of anywhere in the theatre in order to speed traffic; and the lighting design should lead patrons inward. It is a generally accepted theory of theatre lighting that lighting levels should gradually be lowered as you go into a theatre, one of the reasons being that it is helpful in adjusting eyes gradually from outside brightness to the darkness of the auditorium.

Special lighting should be supplied at the ticket window both for cashier and patrons, because of the necessity of seeing and counting money. Recessed reflector spotlight lamps in the ceiling may be used for creating an area of brightness just in front of the ticket window.

Lighting for posters should be approximately ten times the intensity of general overall illumination, in order to attract people to them and so that they may be read quickly and easily. Posters can be spotlighted by special reflector spots mounted in the ceiling, or by concealed lighting at the sides, bottom, and top. Fluorescents are perfect for poster frames.

THEATRE INTERIORS

In modern theatrical interior design and decoration, light should and does receive constant consideration right from the blueprint to the completed job. Almost all new interior general lighting in theatres today is indirect or semi-direct, frequently supplemented by frankly decorative lighting.

Indirect lighting as a vital part of interior architectural design is found most often in the form of coves on walls or ceilings. The coves reflect and direct the light outward, usually to a reflecting surface, with the light bulbs themselves concealed. Practically any type of lamp may be used in the coves, although some are more efficient than others.

In the final analysis, the purpose of the cove (whether for decoration or for supplying a good level of lighting) is the factor of first importance. Other considerations are: space requirements, the reflecting surface within the cove, and the reflecting surface against which the light is directed.

Inner Lobbies and Foyers

In lobby and foyer areas, where patrons are most conscious of the attractiveness of their surroundings due to higher levels of light, it is highly important that lighting be designed to create an atmosphere of beauty and charm as well as to fulfill its basic function of illumination.

Modern lobby and foyer design tends, therefore, to make full use of indirect and built-in lighting methods. A great variety of beautiful translucent materials, such as many types of glass, glass blocks, plastics, and impregnated marble, are used to aid in the creation of original, individual, and unusual interiors.

Finally, since lobbies and foyers are combination traffic, waiting, and sometimes lounge areas, lighting should aim to create a restful atmosphere where needed, should silently help direct traffic, and should promote safety at spots where congestion may occur.

Powder Rooms and Lounges

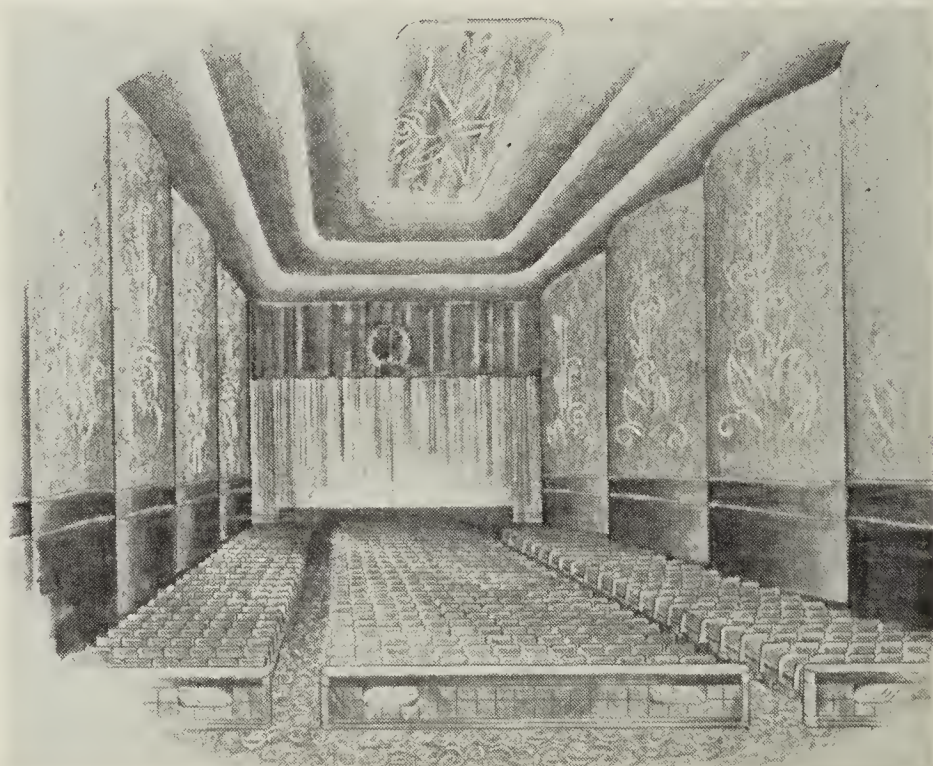
Originality, beauty, comfort, luxury, convenience, utility—these are the words to describe the attractive powder rooms and lounges of the modern theatre today and tomorrow.

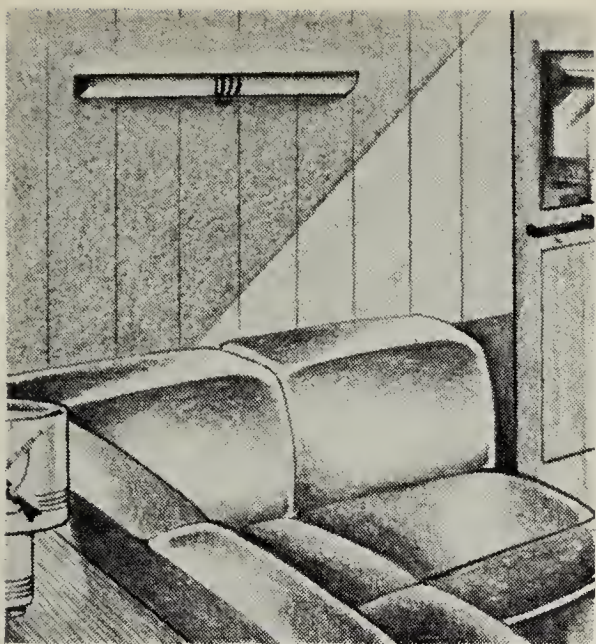
Interior decorators and architects now are better able than ever before to give full sweep to creative imaginations, because new lighting techniques based upon vast experience and knowledge, plus the availability of new light sources, are ready for their use. Indirect and direct, general and local, and purely decorative lighting, all fit into the picture. Colorful decors are more beautiful; colors are brighter and more alive; and new color harmonies are possible—thanks to the skillful use of modern light sources.

The newest of fluorescent lamps fit the requirements of powder rooms and lounges as though they were made specially for this purpose. Both go neatly into plans to supply general and local illumination that is cool, soft, glareless, diffused, and of high levels where required.

The circular types are particularly suitable to and unusually attractive in purely decorative effects or for clever local light-

DECORATIONS ON THE WALLS of this auditorium are lighted by secreted "black light" bulbs. Several of these bulbs might also be used to light the ceiling pattern, while the "fluorescent" carpet on the floor could probably be made to fluoresce through ultraviolet lamps concealed in the ceiling.





PROTECTION against germs is provided in a men's lounge adjacent to a theatre lavatory with an ultraviolet lamp mounted on the wall.

ing. Unique wall and hanging fixtures incorporating these circular lamps are practically limitless in design and style. One of the best ideas, and one which should be appreciated by ladies in the powder room, is the use of a circular fluorescent in a reflector behind a round wall mirror. Good local lighting like this is a "must" where makeup is applied.

Slender tubular fluorescents, too, for architectural effects, for cove and concealed lighting, for illuminating murals, and for many other purposes are excellent.

Auditoriums

Auditorium lighting is a problem of creating a subtle atmosphere of restfulness and relaxation by means of carefully designed and controlled lighting. It must never be disturbing or distracting, must be beautiful and colorful in an unobtrusive way, and must help moviegoers concentrate on the show. Actual lighting levels are rarely above starlight or moonlight intensities, with higher levels in the back than down front. All this requires artful, skillful design and expert use of light sources.

Modern practice is to make most auditorium lighting indirect, completely concealing all bulbs, thus creating areas on walls and ceilings of low brightness. This fits in well with the trend toward increased simplicity in auditorium design, in which the many advantages and beauty of vertical, horizontal, and circular coves are realized. In such coves different colored lights on separate circuits make it possible to control and change the appearance and atmosphere of a theatre. "Black light" may also be used in auditoriums to create special, dramatic effects.

For visibility in aisles or in other locations, down lights mounted in the ceiling may be directed and controlled so as not to interfere with the show while providing sufficient illumination for safety.

Until the coming of tubular fluorescents, most light sources used for auditorium lighting have been incandescent because they light up instantly. It is expected, however, that the new long fluorescent tubes, which are so adaptable to indirect and architectural lighting effects, may be used in auditoriums, since they light immediately and then can be gradually extinguished and relighted.

Finally, since theatres are becoming increasingly conscious of their role as public gathering places, many of them are in-

stalling germ-killing, ultraviolet lamps to assure their patrons that the air they breathe is as clean, pure, and free from bacteria as modern science can make it. These lamps are now available to theatres for installation in lounges, rest rooms, lavatories, foyers, air conditioning systems, as well as in auditoriums, to aid in protecting patrons from the possibility of infection from airborne or surface bacteria and germs.

SMPTE Studies Theatre Needs

CLEVELAND, O.—Safety of theatre patrons and desirable levels of theatre "house lighting" while the picture is on the screen are two projects of the Theatre Engineering Committee, Society of Motion Picture and Television Engineers, under the chair-

manship of Jack Servies, Purchasing and Sales Executive for National Theatre Supply.

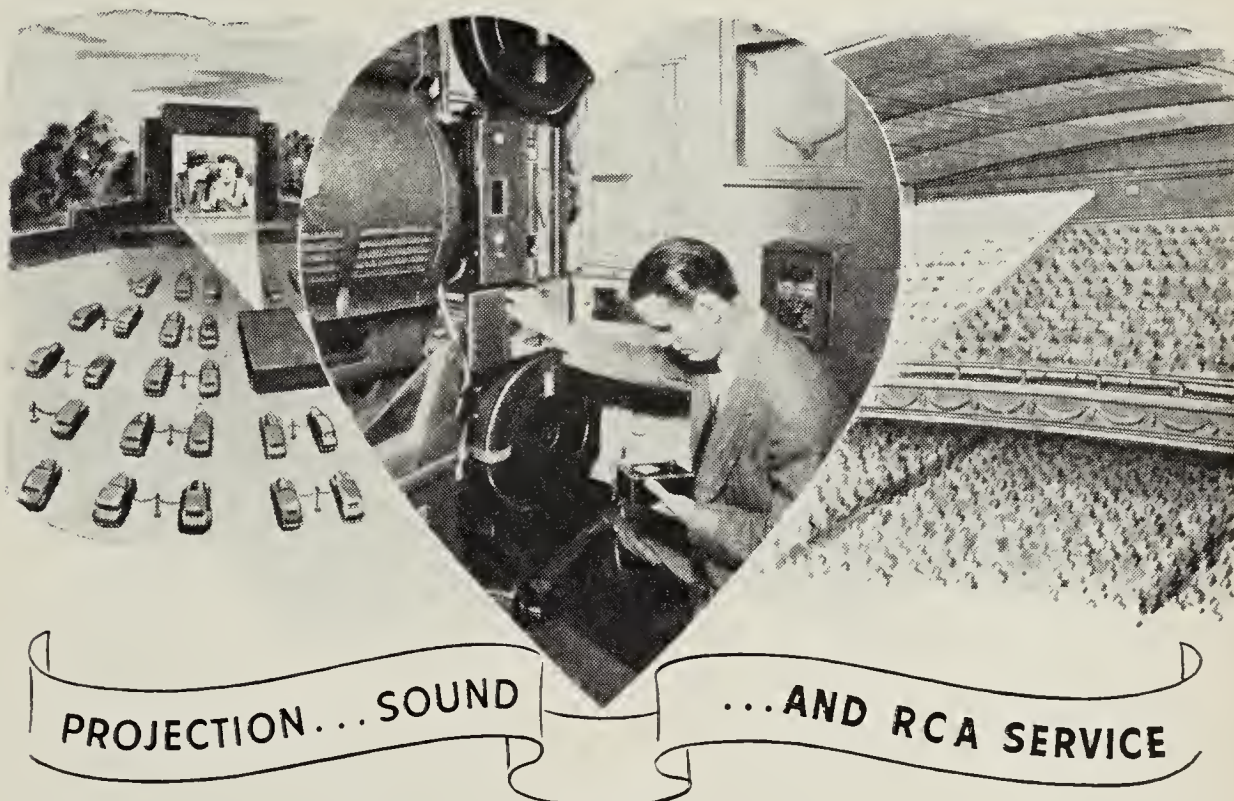
Fred T. Bowditch, Society Engineering Vice-President, recently announced that Servies' appointment was another forward step in the engineers' expanding program.

A study by the committee of State Building Codes affecting theatre construction will aid future theatre owners and their architects and provide useful help to code-making bodies.

Formica Executive Dies

CINCINNATI—The Formica Co. recently announced the death of J. Roger White, Vice-President in Charge of Sales and Advertising. He had been with the company for 24 years.

Protect the **HEART** of your theatre with **RCA Service...**



The possible scarcity of new equipment makes it doubly important today that you safeguard and conserve your projection room equipment—the heart of your theatre. So, for top performance security, be sure your theatre is protected with an RCA Comprehensive Parts and Repair Plan.

It costs so little to protect so much

The advantages of RCA Service are yours at a cost so low, a few admissions daily pay for it. Write for **FREE** folder—"Performance Security."



RCA Service and Parts Plans cover all makes and types of theatre sound equipment, as well as motion picture projectors and accessory units.

RCA Service averts breakdowns and assures you of the ultimate in performance security. But if a theatre needs emergency service it is available 24 hours every day.

For drive-in theatres... in addition to a preventive maintenance plan for projection equipment... RCA has a replacement and repair plan on RCA In-car Speakers and Junction Boxes.



RCA SERVICE COMPANY, INC.

**A RADIO CORPORATION of AMERICA SUBSIDIARY
CAMDEN, NEW JERSEY**

ITOA To Save Copper Drippings

NEW YORK—In an effort to aid the Government in the conservation of critical materials, the Independent Theatre Owners Association recently passed a resolution in which its theatre members unanimously agreed to salvage and make monthly collections of copper drippings from projection carbons. This practice was previously followed during World War II.

Martin Levine, Brandt Theatres executive, was appointed chairman of the ITOA Committee to coordinate the effort. He served in a similar capacity previously.

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GPL Theatre Tele. Show In Pittsburgh's Fulton

PITTSBURGH—The GPL Videofilm Theatre Television System, of which National Theatre Supply is the distribution outlet through all of its branches, made its public debut here recently at the 1,700-seat Fulton. The system, developed by General Precision Laboratory, is a film intermediate type whereby a telecast is received, photographed on 16mm. film, developed, and projected on a regular motion picture screen in one continuous operation of only 60 seconds from television action to screen projection.

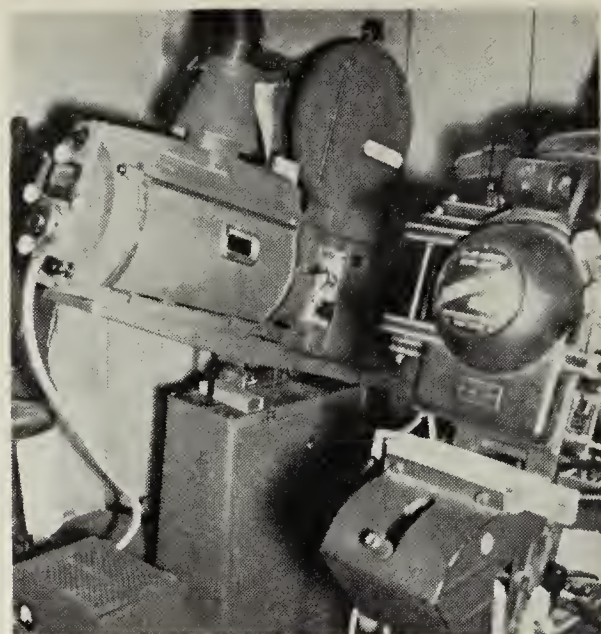


GROUPED around the video recorder and rapid film processor is the staff which handled the unique television demonstration at the Fulton.

The event chosen for the Fulton demonstration was the final of the Golden Gloves Boxing Tournament from Madison Square Garden, New York, and the house was nearly filled, despite an unseasonal snow storm and unusual opposition from the televising of the Kefauver crime investigation hearings. According to reports, the audience reaction was overwhelmingly favorable with many spectators expressing a feeling of actually being in a ring-side seat in the form of cheers and boos. Some commented, however, that too many commercials were used during the program.

Postcards were passed out to patrons with the request that they return them with answers to the following questions: Would you class this theatre television production as excellent, good, fair, poor?; Do you prefer seeing TV shows on a theatre screen more than on a home receiver?; Should this theatre present exclusive theatre television productions as a regular added attraction, rather than the usual short subjects?

The GPL Videofilm Theatre Television System consists of three compact units: a video recorder, a rapid film processor, and a 16mm. projector. The first of these uses 16mm. 24 frame-per-second motion picture sound film. Images are produced in negative, reversal positive, or direct positive. Video recording can be made with video signals received from remote locations. A built-in corrector electronically converts the harsh "gray" scale of television pictures, as customarily broadcast, to the less contrasting, more pleasant gamma that the public associates with motion pictures.



INSTALLED directly alongside the regular 35mm machines, the GPL 16mm projector provides 3,300 screen lumens on a full 18' x 24' screen.

The rapid film processor develops film at a synchronous speed of the 16mm. projector—24 frames a second, 36 feet a minute. Automatic control of film developing, washing, and fixing is provided through the entire processing cycle. The total film processing time from the entrance to the developer and exit from the waxer is 40 seconds. Standard film and solutions are used, and the unit may be operated in a fully lighted room.

The 16mm. projector used in the GPL System is reported to afford the same brilliance, contrast, and sharpness generally associated with 35mm. performance. The equipment may be wired to existing sound facilities with results allegedly equal in quality to 35mm. sound.

The three units of the GPL Videofilm System can be located in separate rooms, different parts of the same projection room, or side by side, depending on the geography of the theatre and the space available. For a complete description of the construction and operation of the system and its advantages, such as complete control over programming, low operating costs, etc., readers are urged to consult the forthcoming 1950-51 Edition of THEATRE CATALOG.

Los Angeles Chosen As Site For 1951 TESMA Convention

HOLLYWOOD—According to a recent announcement, Los Angeles has been selected as the site for the 1951 TESMA-TEDA Convention, which will be held October 11, 12, and 13 at the Ambassador Hotel. Due to current NPA restrictions, it is planned to streamline the convention with more time devoted to the entertainment of delegates.

It was also stated that Oscar Neu, President, TESMA, would not be a candidate for reelection this year. He has served in this post for six years and previously was secretary for 13 years. Ballots for election of all officers and board members will be mailed to TESMA members in the near future, and the results of the election will be announced at the time of the convention.

RCA Extends N.M. Contract

CAMDEN, N. J.—The RCA Service Co. recently announced the signing of a renegotiated contract with Hubbard and Murphy Theatres, Inc., of Raton, N. M., which groups the chain's eight houses under a single, overall RCA service and parts plan.

Curved Curtain Track

A curved new curtain track, said to be designed specifically for stage installations where versatile settings are desired, has recently been announced by Automatic Devices Co.

Specifications of many of the new schools, theatres and auditoriums now call for the inclusion of some type of curved cyclorama track, and the new track is recommended for such installations where it is necessary for the size of the stage to be increased or decreased at regular and various intervals.



A common difficulty with most curved tracks has been a tendency for the curtain carriers to "jam" at the curves. According to the manufacturer this defect has been eliminated in the ADC track by the "cord-in-track" feature, which allows the curtain carriers to operate freely around the curves. It is claimed that another improvement eliminates the necessity of "walking" the track throughout its travel. The new track is allegedly hand-operated in one direction from either side of the stage.

The unit is reportedly shaped as a slotted tube and is fully enclosed except for the slot in the bottom. It can be furnished to any degree curve up to 90 degrees and with a 12" radius. Complete information in the form of a circular and assembly drawing is available from the manufacturer and will be furnished upon request.

Versatile Vacuum Cleaner

A new, all-purpose, tank-type cleaner for industrial and commercial establishments, theatres and institutions, has recently been announced by Ideal Indus-



NEW PRODUCTS

... that have theatre interest



tries, Inc. It is said to be a three-in-one combination giving the operator a vacuum cleaner, water pick-up and a powerful hand-type cleaner or blower.

When used as a "tank cleaner" the unit allegedly picks up dirt, dust, and metal particles from all types of floors and is very thorough in vacuuming rugs. It

reportedly quickly removes water from theatre lobbies, factory and service station floors after mopping. The powerful suction is said to be especially valuable in scrap collection and cleaning stock shelves.

When the power unit is removed from

(Continued on page PT-11)

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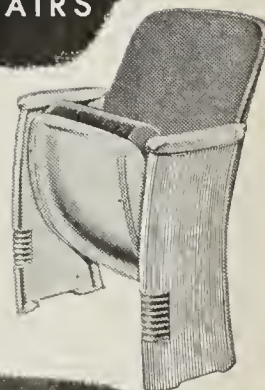
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DRIVE-IN THEATRES

S E C T I O N

THE success of any drive-in theatre depends, in the final analysis, on its ability to attract and retain family patronage. In order to accomplish this end and achieve the prosperity which comes with it, the outdoor theatre must have something definite to offer people of all ages, above and beyond the show on the screen.

One of the greatest benefits which the drive-in alone can extend to parents is saving them the expense and/or trouble of obtaining a baby sitter to watch their offspring at home when they go out for the evening. This one distinctive drive-in advantage is perhaps responsible for more adult patronage than any other single factor.

Shrewd drive-in operators have come to realize, however, that this process can, and should, work in reverse. In other words, powerful inducements should be offered to attract children to the drive-in as well as their parents, particularly so because the younger generation exercises a strong influence on the allocation of the family entertainment dollar.

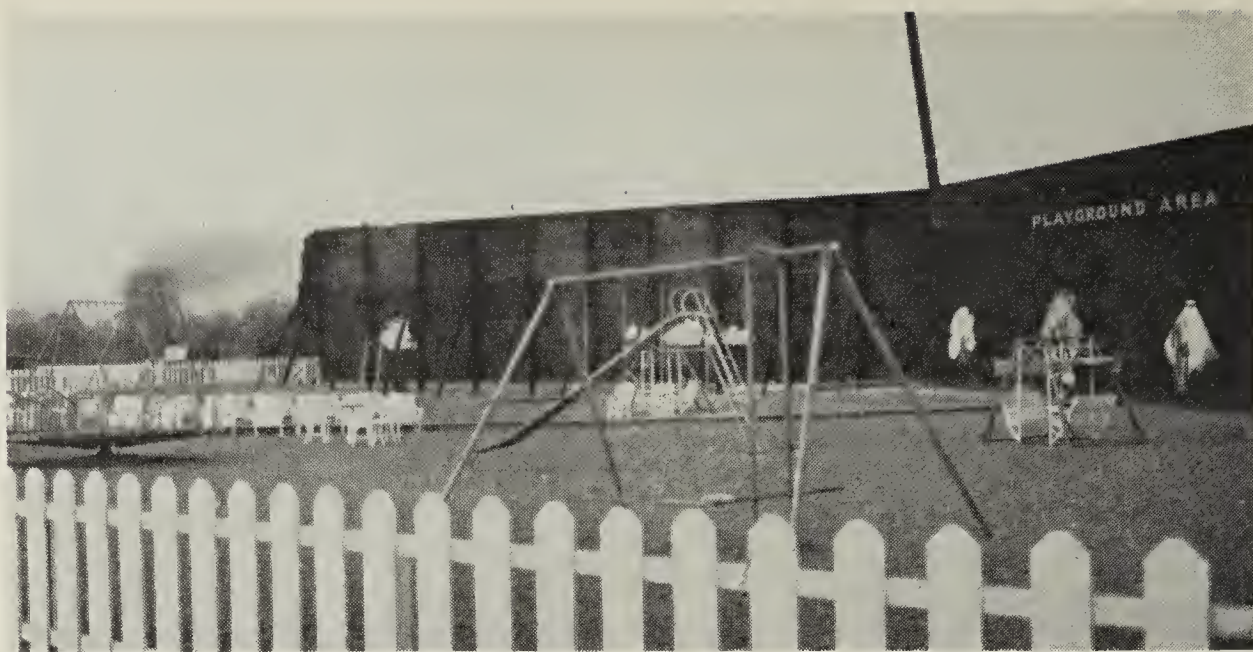
In view of the fact that most children are happier and less troublesome to their parents when they have some object of diversion, a properly equipped recreation area is probably the biggest drawing card a drive-in operator can offer to juvenile patrons.

A survey of the amusement facilities in many drive-ins shows that there are two kinds of recreation areas presently in operation. One type (discussed in this article) restricts itself to simple and familiar playground equipment, while the other (to be treated in a later article) centers mainly around mechanized "rides," somewhat similar to those found in amusement parks. Of course, there are quite a few theatres which have a combination of both, but it seems wise to treat each separately.

Location

The normal simple playground area is generally situated within the theatre proper beyond the point of admission, so that its use may be restricted to actual patrons. A site adequate in size must be carefully chosen in relation to the rest of theatre to avoid, insofar as possible, the usual hazards of drive-in operation. It is advisable to put up fencing or close hedging to prevent occupants from darting out into traffic; naturally, every parent wants to rest assured that his child is playing in safe surroundings.

Playgrounds in a number of drive-ins are situated directly in front of the screen, and chairs are provided for parents who want to keep an eye on their charges while they see the show. On the whole, the noise



COLORFUL CARTOON CHARACTERS ENLIVEN THE WALLS of the playground area at the Brandywine Drive-In, Wilmington, Del. Equipment includes a whirl, slides, swings, and other devices for the amusement of children. Chairs are provided for the use of any elders who want to watch them.

Playground Areas In Drive-Ins

The Problem Of Keeping Youngsters Occupied May Be Met With Simple Pieces Of Equipment



UNDER THE CAREFUL SUPERVISION OF THEIR PARENTS, these tots have a grand time riding the seesaws at the drive-in playground pictured in the top illustration. ABOVE—Pony rides always constitute a popular addition to the many recreational facilities which a drive-in can offer.

of children playing in this location during a performance does not reach the in-car speakers, but a little sound acoustical planning in the beginning will eliminate any possibility of this distraction.

If desired, the playground may be set up near or outside the entrance to enable its use by "small fry" in the community during daytime hours. Although considerable goodwill may be gained in this manner, every precaution must be taken to see to it that no ill feeling is created when the area is closed to non-patrons in the evening.

Equipment

Just as it is unwise for him to purchase poor projection and sound equipment, so is it foolish for the outdoor exhibitor to



ENJOYING themselves heartily on a chair swing at the Valley Drive-In, Ontario, Calif., are several young users of the large playground.

invest in playground equipment of an inferior quality. In the first place, drive-in playground equipment must be sturdy enough to withstand a lot of hard wear and abuse; the type of recreational apparatus found in the average home backyard simply will not stand up in an outdoor theatre.

Secondly, drive-in playground equipment must offer some diversity, for experience has shown that children weary rapidly of the same thing. This problem may be met by providing a sufficient number of basic pieces of apparatus, such as seesaws, slides, and swings, to fulfill the demands of a normal number of children, and by furnishing, in addition, several "group" devices, such as merry-go-rounds and "whirls."

Next, the ages of the juveniles who will use the facilities must be carefully considered when the equipment is chosen. They may range from small tots to teen-agers and will, accordingly, require a wide range of equipment of various types and sizes. In this connection, it is always a good idea to segregate the smaller children from the larger not only because the latter may annoy them, but also because equipment designed for the use of younger juveniles could easily be damaged by older ones. By the same token, accidents may be prevented by keeping young children away from slides or similar devices that are too big for them.

Finally, drive-in playground apparatus, just as all other pieces of equipment in the theatre, requires a certain amount of care to keep it in good order. It should be kept clean and well-painted at all times, and any moving parts should be oiled constantly.

Supervision

Although some drive-in operators do not feel that it is necessary to have simple playgrounds of this type constantly under vigilance, the manager or another responsible party must at least keep an eye on the area. All things considered, however, it is best to have a full-time supervisor in charge.

Someone like a teacher who knows how to deal with children can be extremely instrumental in settling minor disputes that may arise and in stopping practices which might result in accidents costly to the theatre.

Operating Policies

Nearly all drive-in operators are inclined to look upon the ordinary playground as part of their theatres' natural facilities. Just as roofed house owners do not make a charge for the use of cry rooms, so outdoor exhibitors seldom, if ever, exact a fee for the use of playgrounds. The general feeling is that the investment in equipment is rapidly repaid by the goodwill created and the boost given to refreshment sales.

New Products

(Continued from page PT-9)

the tank, it becomes a powerful hand-type cleaner or blower, according to the manufacturer. As a blower, it is reported to be extremely valuable in blowing dirt out of hard-to-get-at places. A spraying attachment may be used to spray paints, lacquer, deodorants, etc. It may also be used as a hand-type vacuum cleaner, when provided with a regular vacuum cleaning set, according to the company.

The unit consists of a 12-gal., rust-resistant tank set on four large easy rolling caster wheels, said to give it excellent stability. It allegedly can be tipped at least 15 degrees without tipping over. Many attachments are reported available for use with this cleaner.

Quilted Plastic

A luxurious new electronically quilted plastic, said to be built to withstand years of active wear and tear, has recently been developed by Bolta Products Sales, Inc. Introduced to give new decorative effects in the theatre field, the fire-resistant plastic reportedly can be attractively used for wall covering, panelling and wainscoting and seating.

It is claimed that the plastic resists fading, scuffing, cracking, chipping, and



peeling. Furthermore, it is alleged to be completely washable.

The first pattern is a diamond design which is non-directional for ease in application. According to the manufacturer, it is currently available in a wide range of decorative color finishes, as well as in solid and leather-like finishes.

Drive-In Screen Paints Offered

BUFFALO—According to a recent announcement by Ken Caldwell, National Theatre Screen Refinishing Co., his firm has broadened its line of screen paints and associated products and is now in a position to offer exhibitors all items essential to recoating either interior or drive-in theatre screens.



Prepare now for your biggest Spring and Summer Seasons . . .

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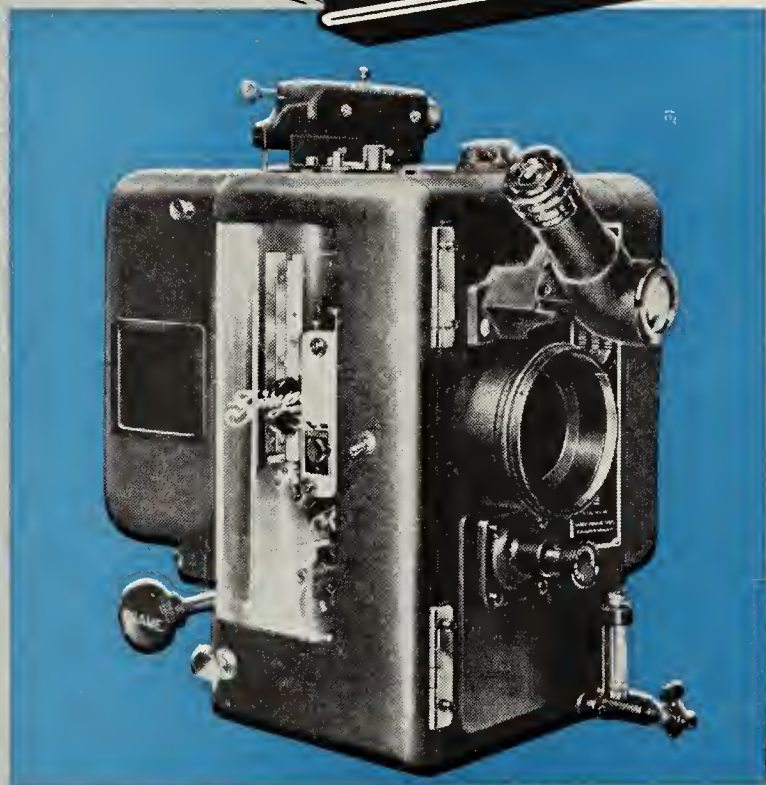
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NEWS OF THE

Territory

Atlanta

The new 65-Drive-In, located on Highway 65, near Conway, Ark., opened for the season. . . . Charles Bonner and F. A. Stringer, coowners, Pine and Drive-In, Pine Bluff, Ark., opened for the season. . . . Mrs. Jimmie Harrison, wife of the Wilby-Kincey executive, was ill in a local hospital.

M. A. Yarbrough resigned as general manager, Dekalb and Decatur, to accept the position of manager, Roxy. Frederick G. Story will take over the managership of the Dekalb and Decatur.

Noble B. D. Benton, president, Benton Film Express, and past commander Yaarab Temple, was named commander, Shriners National Association Legions of Honor, Buffalo.

President John W. Mangham, Realart, announced that he will open a shipping depot for Florida. . . . The following changes took place as the result of the closing of ELC: Reba Wallace, to RKO; Joyce Manning, to Realart; Georgia Crowder, to U-I; Phillis Harding, to secretary to O. S. Barnett, Monogram; Ann Mayo, to Lippert; Katherine Wade, to UA, and Frank Moreland, to Wilkin Theatre Service.

Miss W. Smith, secretary to O. S. Barnett, Monogram, resigned. . . . Mrs. Betty Holliman, secretary to William Richardson, Astor, resigned. . . . George M. Jones, U-I sales manager, checked in after a trip to Tennessee.

D. H. Williams, ELC sales representative, resigned to go with RKO. Jack Gallaway is now with Lippert.

The Crescent Amusement Company, Nashville, Tenn., obtained authority to rebuild the Princess, Columbia, Tenn., destroyed by fire several months ago.

Manager Bernie Swiney, owner, DeSoto Drive-In, Arcadia, Fla., announced that two cents of every ticket sold will be turned over to the Arcadia Kiwanis Club to aid the work for underprivileged children. There will be no increase in the price of tickets.

New owner of the Aiken Drive-In, Aiken, S. C., is E. A. Mahannah, who came there from Waterloo, Ia. . . . Mel Brown, Montgomery Drive-In, has installed a junior Miracle Whirl.

Arthur Sheppard, Waynesboro, Ga., was a visitor. . . . New owner of the Kingston, Kingston, Ga., is R. R. Mas-kill. . . . The Chipley, Chipley, Fla., is now owned by Sam W. Alexander. J. R. Gray will manage.

Hugh Martin, M. and M. Theatres, Florida, was in booking. . . . Jan Cavitt,

for many years with National Screen Service, resigned, and moved to Florida. . . . Mrytle Parker, for the past three years manager, Majestic, Shreveport, La., is manager, Ritz, West Point, Miss. William Ellzey, assistant manager, Strand, Shreveport, will manage the Majestic. . . . C. K. Hammon is again trying to get a permit to start work on a drive-in in Gainesville, Fla. . . . The Beach, St. Petersburg, Fla., closed. Extensive remodeling begins at once. . . . The new Park Drive-In, Crestview, Fla., owned by W. H. Ward, opened.

The Disney, Northport, Ala., was a loser when the Warrior River flooded the Northport business section. . . . The new 400-car drive-in at Oneonta, Ala., was recently opened. . . . Nelson Towler, branch manager, Lippert, said that his company will open a shipping depot in Tampa, Fla.

Dick Pitts, editorial director, COMPO, will address the Better Films Council on May 14, and on the same day will speak at the annual convention of the exhibitors of Georgia. Robert W. Coyne, COMPO general counsel, will also address the Georgia convention.

Charlotte

Dave Friedman, office manager, Paramount, has been promoted as assistant to Hugh Owen, eastern and southern division manager. Friedman replaces Phil Isaacs, named Washington branch manager. Friedman joined Paramount in 1941 as a booker in the Buffalo branch. During the war, he was with the Army Motion Picture Service. He rejoined Paramount in 1946, was transferred to Atlanta, where he served as a booker. In 1949, he was assigned as office manager, Charlotte branch.

Dick Pitts, editorial director, Council of Motion Picture Organizations, will speak before the Motion Picture Council on May 16.

Memphis

The beautiful little neighborhood Peabody was completely burned out on April 16. The origin of the fire has not been determined. The theatre was owned by David Flexer, who also owns the Ritz and out-of-town houses. Flexer said that the theatre would be rebuilt.

COLUMBIA—Booker-steno Peggy Bledsoe was on the sick list. . . . Whyte Bedford, Hamilton, Ala.; B. M. Gray, Jacksonville, Ark., and Tony Carruth, Dyersburgh, Tenn., were visiting.

The McCullough, Alcia, Ark., has been bought by Ben Bush, who changed the name to Alcia.

MONARCH THEATRE SUPPLY—J. W. Cocke and Robert Ryan, regional manager and treasurer, RCA, Dallas, visited N. B. Blount, manager.

20TH FOX—Miss Genevieve White was married to Russell Frisbee, stationed with the U. S. Naval Technical Training Center. The bride will continue her services with the branch. . . . Visiting exhibitors were Gordon Hutchins, Corning, Ark.; M. E. Rice, Brownsville, Tenn.; Robert Bradley and Paul Shaffer, Pointsett Drive-In, Market Tree, Ark.; Don Landers, Harrisburg, Ark.; W. F. Ruffin, Sr., Covington, Tenn.; Lyle Richmond, Senath, Mo., and W. C. Kroeger, Portageville, Mo.

The Joy, West Memphis, is scheduled to reopen with a night club type of stage show. The house was closed several weeks ago in a "clean up or close" order from West Memphis Council.

New Orleans

"Babe" Cohen had a birthday, and went on a business trip to Natchez, Miss., Shreveport, Monroe, and Alexandria, La. . . . Members of Allied Gulf States who visited, after attending the

for dependable performance . . .



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board meeting, film clinic, and luncheon at the New Orleans Hotel, were Claude Darce, Morgan City, La.; President Don George, Shreveport, La.; Mr. and Mrs. Kenneth Giddens, Mobile, Ala.; Mayor Lew Langlois, New Roads, La.; William Sedy, Patio, Airline Highway; and Weldon Limroth, Giddens and Rester Circuit, Mobile, Ala.

Visitors were Wm. Shiell, coowner of drive-ins in Marrero and Algiers, La.; J. A. Parker, Westwego, La.; Abe Berenson, Gretna, La., and Ed Thomasie, Royal, Marrero, La.

Mr. and Mrs. Tom Watson motored in from Ellisville Miss. . . . Stanley Taylor was on his bi-weekly dating-attraction excursion.

Murray Roman, UA publicity director, E. A. McKenna, manager, and Levere C. Montgomery, assistant manager, Joy Theatres, were enjoying the cuisine at Gentilich. Roman was in for the premiere of "Fabiola" at the Joy.

Levere Montgomery, Sr., coowner, Joy, announced recently the sale of his interest in four out-of-town theatres to T. G. Solomon, McComb, Miss., in a \$200,000 transaction. Involved are the Clarke, Natchez Miss.; Tiger Drive-In, Baton Rouge, La.; Bama Drive-In, Mobile, Ala., and the Palafox Drive-In, Pensacola Fla. Solomon formerly was a partner of Montgomery in each of these theatres, and now has full ownership. Solomon also owns theatres in McComb and Yazoo City, Miss. Montgomery still retains his interest in the Joy besides other theatre interests. Associated with Montgomery in the transaction were Eldon Briwa and E. A. MacKenna, New Orleans, and Clair Hilgers, Dallas. The management of the Joy will remain as before with MacKenna as manager and Levere C. Montgomery, Jr., as assistant manager. Montgomery plans to expand the operation of Film Service Corporation, a buying and booking agency for independent theatres.

William H. Cobb, Exhibitors Poster Exchange, now owns two-thirds interest in the Joy, Minden, La., by the purchase of Joy N. Houck's interest. The other one-third is owned by Mrs. Bruce Cheshire, a sister of Cobbs. The management is also under her direction.

B. W. Stevens resumed his Theatre Advertising business after a temporary excursion as film distributors' illustrator and publicist. His frau, "Sissy," has charge of office affairs.

Magnolia Sales Company, Shreveport, La., is selling Mills' 1951 all-in-one continuous custard and batch ice cream freezers.

Motoring in were: Anne Molzon, Labadieville, La.; Nick Lamantia, Bogalusa, La.; Ernest Landaiche, Biloxi, Miss.; Harold Dacy, Raceland, La., and Mr. and Mrs. Claud Darce, Morgan City, La. The latter two also attended the Allied Gulf board meeting and the film clinic.

Jacqueline Larroque, stenographer, is now with United Artists. . . . Father Becker, St. John's Hall, Cloutierville, La., took advantage of the beautiful sunshiney weather while motoring here. . . . James Gray, another whose visits are scarce, left many bookers with scribes' cramps.

A new artifice was introduced victimizing Levere C. Montgomery, Jr., assistant manager, and Joyce Schnauder, theatre aide, of the Joy's night's receipts. The robbery occurred when the two were checking the receipts in the mezzanine office. A phone call told them there was a fire on top of the building. The caller also said that he had already spread the alarm to the fire department. The pair immediately left the office to investigate, leaving behind the receipts in a money bag. Montgomery said that when it was learned that the fire was a hoax they returned to the office to find the money gone.

Jack Pope, Rayville, La., district manager, Joy Theatres, Inc., visited. . . . George Pabst announced that he will be in the manager's chair at United Artists, and that Joseph Moreland, present manager, will be back as office manager, a position he held with them for many years. Alex Maillho, ELC salesman, also moved over to United Artists.

Sid Kuller, producer for Lippert, stopped off for a few hours chat with Babe Cohen, Lippert.

Curtis Powell, Palace, Mt. Olive, Miss., spent a day shopping and dating film. . . . C. Dossett, Star, Hattiesburg, Miss., Ed Orte, Gulfport, Miss.; Tom McElroy, Shreveport, La.; John Luster, manager, W. W. Page Circuit, Robeline, La., and Charles Lamantia, Lafayette, La., were among the visitors.

Buddy Schaffer and family have taken up abode with the Schaffer Sr., family. He recently sold his bungalow on Parkway Drive, Metairie, La.

At the recent get-together, Paramount's Pep Club elected Jackie Thom, president, Lillian Flick, vice-president, and Juanita Madrazo, financial secretary. Plans were made for their forthcoming picnic in May at Twin Oaks Recreation Center. . . . Janis Carter, in "My Forbidden Past," flew in from Hollywood for personal appearances on opening day at the RKO Orpheum. . . . Morgan Hudgins, MGM studio publicity director, was in providing educators, PTA groups, press, radio, and Rodney Toups and staff of the State and manager Jimmy Briant and staff of MGM, with some of the fascinating background of "Quo Vadis."

It's a boy at the Jake Kellers, Keller Eunice Theatres. Grandpere is one of the industry vets in the southwestern part of Louisiana. . . . Raymond Gremillion, Southeastern Theatre Equipment, returned after a sales trek in Mississippi and Louisiana towns. . . . Bill Briant, 20th Century-Fox, joined the other southern managers in Dallas for the southern division sales meeting. . . . Harry Paul, RCA representative, visited William Murphy, Southeastern

Theatre Equipment. . . . Frank DeGraauw, Abbeville, La., was in on one of his rare visits.

Jo Ann Silvers was bubbling over with joy readying that excursion to Houma, La., with other sister scouts of Troop 17. . . . A. C. Gollatt has taken over the operation of the Star, Biloxi, Miss., from George Klever.

Stevens manager Ed Constantine and his full crew of salesmen were out battling for business. . . . Charles Lanza, Nila, New Iberia, La., was in.

H. B. Paul, Kay representative, called on Mississippi exhibitors. . . . Hollywood executives here recently keeping pre-viewers on the run were Jesse L. Lasky, associate producer, "The Great Caruso"; Morgan Hudgins, MGM publicity representative, in connection with "Quo Vadis," and Murray Roman, UA "Fabiola" exploiter.

A. S. Johnson, president, projectionists' union, and southern division representative, is up again after several weeks in Eye, Ear, Nose, and Throat Hospital for an eye operation.

Joy Theatres, Inc., closed the Joy, Belzoni, La., when it reopened the Crescent completely remodeled, refurbished, and reequipped. Hodges Theatre Supply furnished the overall equipment. Hillary Nichols was appointed manager.

Florida Miami

Wometco managers Mel Haber, Carib; Tim Tyler, Miami, and Franklin Maury, Miracle, coordinated publicity efforts for "Bird of Paradise," "Up Front," and "Valentino." The "Bird of Paradise" campaign included a fashion show tie-in on WTVJ, window displays, and co-ops with department stores, dress shops, and beauty salons. The Florist Telegraph Delivery Association sent bouquets of "Bird of Paradise" flowers to each theatre, and distributed window cards to all member florists. For "Valentino," radio stations and television shows aided in plugging songs from the film. "Up Front" got a vigorous sendoff through the aid of the army and air force recruiting service, which provided military displays, and distributed posters around the city, as well as aid in a contest to find the World War II veteran with the longest overseas service. The winner received a weekend at the luxurious Shore Club, Miami Beach, Fla. Another contest was centered around Bill Mauldin cartoons which appeared in two local papers, with contestants to suggest captions. Window cards, book marks, and posters were used extensively.

Florida State Theatres' Leon Netter and George Hoover were in conference with United Paramount Theatres' vice-president, Bob Weitman. . . . Walter Klements, manager Mayfair Art, had another interesting exhibit in the lounge. . . . Temporarily assisting in the book-keeping department of Claughton Theatres is Joseph Beeman.

NEWS OF THE

Territory

Chicago

Charles Lugen was named Empress manager, Decatur, Ill. . . . The new Art, Peru, Ill., was opened with fanfare by Jack Alger vice-president, in the absence of his father E. E. Alger, veteran showman, convalescing at his Florida home.

The New Rio anti-trust case against B and K and several majors was set for trial on Sept. 24 . . . Elmer De Witt, manager, Strand and Valentine, Defiance, O., has the cooperation of news stands in displaying magazine film ads and cards announcing when the pictures will be shown at his theatres.

Norman Kassell, chief, Essaness advertising and publicity, for many years, resigned to open his own agency for service to theatres. He is succeeded by Dick Felix. . . . Ray Parker, booker and buyer, Skyway Drive-In, Mattoon, Ill., and the Pevely, Mo., Drive-In, was elected mayor of Brentwood, Mo.

Before returning from La Quinta, Cal., where he underwent an operation, John Balaban had 100 pounds of flowers picked on the grounds of his hotel there, to be flown to the children of La Rabida Sanitarium, Variety Club charity. . . . Carl Noggle opened his Wabash Drive-In, Williamsport, Ind.

Bissell Shaver, owner, Henry, McHenry, Ill., gave a talk on movies before the Rotary Club. . . . Howard F. Busey, an owner of the Jacksonville, Ill., Drive-In, is better after illness.

The Beverly is building a clientele of ladies by holding book reviews, some on coming pictures, on alternate Tuesday matinees. . . . Evert Hoesel, El Rancho owner, Culver, Ind., elevated the floor at the rear 16 inches to give patrons an easier view of the screen. . . . Capitol Film Company is holding an "Alice Dubin Month" in honor of the chief booker.

The East St. Louis Ill., Drive-In opened for its 10th season. . . . Defendants in the Avon \$900,000 damage suit brought by the South Bend, Ind., Theatre Corporation against B and K and distributors will battle before Federal Judge La Buy on a statute of limitations plea. . . . The West Quincy, Ill., Drive-In opened for its third season.

Oscar Bland, 68, veteran projectionist who was last at the Round-up, died. . . . A sitting service for babies is provided free at the Strand and the State, West Frankfort, Ill. Older children, brought to the show, are also cared for while the mothers go shopping, in a plan sponsored by the Chamber of Commerce.

George Weinberger was appointed Warner office manager. . . . Film Fea-

tures Corporation was formed by Henry Elders and Fred Grady.

Charles Aspinwall Hawthorne, 78, theatre operator at Middlefield, O., passed on. . . . Harry Odendhal's appointment as manager, State-Lake, places him directly across the street from his brother, Joe, who manages the Tele-news. . . . Frank Frazier was named manager, Star-Lite Drive-In. . . . Ed Seifer, who resigned as Republic salesman, joined RKO. . . . Fred C. Myers opened his Airport Drive-In, near Martinsville, Ind.

The Olney, Ill., Drive-In reopened for its third season with Raymond Worthey, Newton, Ill., as new manager. . . . The conviction of Irwin Franklin, Midwest representative, Artkino, was upheld by the U. S. Court of Appeals. . . . Frank J. Glenn added stage shows to pictures at his outdoor near Tamaroa, Ill.

Leo Heaton, owner, Central City, took over management of the Towne, Cedar Rapids, Ia. . . . Harry Turrell, Warner Theatres district manager, and Vivian Francis, Joliet, Ill., were wed. They were given a wedding party at the Grove by the groom's associates.

Ludwig Sussman, Adelphi owner, posted a sign in a nearby hotel housing service men in training, inviting them to attend his theatre free. . . . With the object of curbing delinquency, Mrs. Regina Steinberg, Madison, Madison, Ill., organized the Youth Cinema Club. . . . Howard F. Busey, part owner, Jacksonville, Ill., Drive-In, is better after illness.

Jack Hunt returned to the management of the Twin Open-Air and the Drive-In, after wintering at his Sarasota, Fla., residence. . . . Forcing their way through four doors, burglars took \$110 from the Delevan, Delevan, Ill. . . . James Griffis, Boswell, Boswell, Ind., was visited by his son, Jack, who won a scholarship at the Virginia Military Institute. . . . James E. Coston, Warner Theatres zone manager, and his wife suffered a virus attack while they were on vacation in Honolulu.

Leonard C. Utecht, publicity and advertising director, Manor Amusement Company, recently concluded a top campaign for the reopening of the remodeled Manor, which included many co-op stunts with neighboring merchants.

I. O. Griffin purchased the Don, Lake City, Mich., and renamed it Sauke. . . . Lee Norton, owner, Grand, Sullivan, Ill., is adding to the balcony and making other improvements providing 625 additional seats. . . . Allied Theatres of Illinois and WJJD have a reciprocal arrangement in which the station advertises shows at Allied houses which run trailers. . . . R. J. Miller is proceeding with the construction of a drive-in at McHenry, Ill.

James Harold Keefe, 51, theatre press agent, passed on suddenly. . . . The Capitol, McLeansboro, Ill., reopened under operation of Dickinson Theatres, Inc. George W. Martin is manager. . . . Charles E. Lawrence was made manager

Lew Herb Again Reports on L. A.

LOS ANGELES—Our next visit took us to the offices of United Artists Theatres, on Westmoreland, just off Washington Boulevard, where we sat down with Fred



LEW HERB

Stein, general manager, who took time off from a mid-drive meeting he was conducting, which saw all of the managers from both northern and southern California districts present.

This circuit, operating 17 theatres in California, was formerly under the direction of Pat Di Cicco, who terminated that arrangement to enter the

confection field. The organization is ably staffed, with Stein heading the group, aided by Bernard Greenbaum, comptroller. Harry Wallace is first-run district manager for Southern California while Kenneth Workman serves in the same capacity for Northern California. Sid Pink holds down the ad.-publicity post, and Gorman Heimuller serves as head booker. Tony Morrow heads the engineering and maintenance department.

Houses in the area operated by the circuit include the UA Downtown, UA East L. A., UA Inglewood, UA Pasadena, UA Pomona, UA Long Beach, Long Beach, and Loew's State, Egyptian, and Four Star, Los Angeles, plus the Capitol and California, Glendale.

We then headed downtown to the offices of Metropolitan Theatres Corporation, in the Orpheum building, headed by Sherrill Corwin. Until recently this organization operated 11 theatres in the area, but this has been reduced to 10 with the leasing of the Beverly Hills Music Hall to KLAC-TV. While not a producer, Corwin is a partner of Sol Lesser, who has produced many movies. In addition, he also is interested financially in the Dean Martin-Jerry Lewis film, "At War With The Army," and also recently purchased "The Man From Planet X," now a UA release.

In addition to being active in exhibitor affairs locally, Corwin is also regional vice-president, TOA, and gives much of his time to that post. The Orpheum, flagship of the downtown houses under the Metropolitan banner, is also the only theatre in southern California equipped with theatre TV, using the RCA system. Harold Citron serves as assistant to Corwin while Bob Goodfried handles the publicity chores. In addition to the 10 local theatres, Corwin also operates houses in Santa Barbara, Cal., and San Francisco.

of the Mt Vernon, Ill., Outdoor, succeeding Thomas Baldwin, who rejoined the army.

Oil was struck by drillers three miles from the Fairfield Drive-In, Fairfield, Ill. . . . Mr. and Mrs. I. A. Kalver bought the half interest of Mrs. Carl Gattshall in the Decatur, Ill., Drive-In. Owners of the other half are Mr. and Mrs. Roy Kalver, Adama and the Cort.

Dallas

Preceded by an intensive campaign that extended across the border to the Mexican city of Juarez, Columbia's "The Brave Bulls" had a gala premiere at the Plaza, El Paso, Tex. The premiere led the way to a territorial break for the Robert Rossen production in the key Texas houses of the Interstate Circuit.

Jesse L. Lasky, associate producer, MGM's "The Great Caruso" was in Houston, Tex., in connection with a speaking tour.

Winding up his tour of 20th Century-Fox offices, Andy W. Smith, Jr., vice-president and general sales manager, met with branch managers of the southern division on sales plans for the company's upcoming lineup of product. Attending the meeting were Harry Ballance, southern division manager; Paul Wilson, assistant southern division manager; branch managers Fred Dodson, Atlanta; John E. Holston, Charlotte; Mark Sheridan, Dallas; Tom Young, Memphis; William A. Briant, New Orleans, and Marion Osborne, Oklahoma City.

Denver

The annual convention of Allied Rocky Mountain Independent Theatres will be held in the Cosmopolitan Hotel on May 9-10.

M. R. Austin, ELC branch manager, has been added to the United Artists sales staff, as special representative, succeeding Howard Metzgar, resigned. . . . Ronald Standage, assistant manager, Rialto, entered the air force. . . . Berenice Smith, ELC, went to Columbia as assistant cashier.

Daylight Saving Time will go on the ballot at the city election on May 15, and theatres are in the forefront of those opposing the change. . . . Bernard Newman, owner, Gem, Walsh, Colo., is readying a Gem, Campo, Colo., for an early opening. Both towns were opened to films by Newman. . . . Bruce Marshall salesman, Columbia, spoke on "Movies in the Small Town" before the Eads, Colo., Chamber of Commerce. . . . Frank Waite, owner, Elberta, Palisade, Colo., died.

Des Moines

The legislature closed its session with no adverse legislation passed which would affect theatres. A bill introduced early in the session to place restrictions on drive-ins failed to clear the House. A proposed state building code which would have placed restrictions on building theatres failed to pass the Senate, and a municipal code study measure which would have given cities authority to license businesses was corrected with elimination of the provision. Exhibitor Howard Brookings, Oakland, served his third term as a member of the House of Representatives and played an important part in the legislative proceedings.

Henry Neibergall, Mason City, Ia., purchased the theatre at Thompson, Ia., from Paul Sil. . . . Nathan Sandler ap-

pointed Wayne B. Frank as manager, Rialto and Valley, Missouri Valley, Ia., succeeding John Vanatta. Frank has been in the theatre business for 20 years. . . . The former Strand, Fort Madison, Ia., has been reopened as the New Fox. The house is operated by Fox Midwest.

Los Angeles

The Rialto, Picfair, Center, and Vermont adopted a new policy of running reissues, first-run, day and date. . . . Fred Friedman, 20th-Fox booker, was busy with opening plans for the new Fox, Taft, Cal. . . . Visiting was Macello Giosi, Superfilm, Italy. . . . Berman brothers personnel have been hitting the jackpot in the Variety Club. Jack Goldberg, booker, won an all-expense trip to New York, and plans to leave with Mrs. Goldberg. His reward for selling the most tickets, and Julius Tuckler, chief-in-charge, Herman Brothers Drive-In Theatres, won the new 1951 Buick sedan.

Bob Chatkin, new proprietor, Film Row Stationery, just returned from a trip to New York, where he took part in the contract bridge tournaments. . . . Doris Holgate, percentage department, 20th-Fox, is expecting a baby in September, and Jim Utterback, same exchange, announced that his wife, Jean, is knitting little things for the expected arrival in August. . . . Eleanor Kaluzna, secretary to Morrie Sudmin, 20th-Fox, will be married on Sept. 2 to David Einy, graduate electrician and mechanical engineer from Calcutta, India. She was formerly secretary to Bill Callahan, MGM assistant branch manager.

Harry Rybnick, co-producer, "International Burlesque," and partner in Jewell Enterprises, left for New York to confer with Sam Cummins, east coast distributor. Dick Kay, the other half of the familiar team, remained to supervise the moving into the offices vacated by Ed Barson, Cinema Distributors and Lux.

Co-owners of the Airport Drive-In, Goleta, Cal., Sherrill Corwin, Jay Sutton, and E. M. Graybill launched a very impressive opening of this new 750-car drive-in. Chill Wills was m.c., and the ceremonies were attended by all the local leading citizenry. . . . Visiting from New York, was Adele Wess, treasurer, Lux, to view the new home of the Los Angeles branch.

The United Artists purchase of ELC brought about the following changes: W. E. Callaway, United Artists district manager, was replaced by James Velde, transferred here from Detroit; Dick Carnegie, recently appointed ELC branch manager, moved over to UA in the same post; Bert Pollard, UA branch manager, reverted to office manager; ELC's Stan Lefcourte became UA sales manager, and Wayne Bateman, Jack Drum, and Bill Warner remained as salesmen at United Artists.

Distribution representatives from Paramount, Columbia, MGM, and Republic were in town to confer with bargaining officials of Local 174, Office Employees International Union, to negotiate new contracts for front office employees.

Howard Cahoon, manager, Motor Vu Drive-In, Las Vegas, Nev., reports numerous improvements including a well-equipped playground, enlarged snack bar, completely remodeled restrooms, re-finished screen, etc.

Milwaukee

A bronze plaque as a memorial to Charles W. Trampe, a founder of the Variety Club, was voted at a recent meeting. The plaque is to bear a likeness of him. A gold money clip the club had designed as a gift to him was never presented because he had been too ill to receive it. Two of his associates on the Variety-Marquette University Heart Clinic Committee were presented with similar clips, Howard Gleason and Lou Elman.

Harold J. Fitzgerald, president, Fox-Wisconsin Amusement, donated the Fox-Wisconsin and its facilities to the Cancer Society for "Benefit Night."

Numerous South Side people received free adult admission cards, to performances at the Mozart. Half of the cards were used the first week.

Leon J. Bamberger, RKO sales promotion manager, was in to address the annual meeting of the Delft Theatre Circuit managers and executives.

Minneapolis

The Princess is offering three wrestling bouts and a feature film at \$1 for adults and 50 cents for children.

Oklahoma City

The Ritz, Crescent, Okla., reopened after being closed five months. It was purchased by Jess Jones and Norman Shutler, both of Kingfisher, Okla., and will be managed by Jess Jones. . . . Emanuel Lowenstein, interested in the Ardmore operations in partnership with Video Theatres, died of a heart attack.

All members of Film Row and especially members of the Local F-59 Union will be interested to learn that Mrs. Lucia Roberts is now able to be up and around some on crutches after having been confined to her bed for a great many months. Mrs. Roberts was formerly at 20th-Fox, and held the position of business agent in the union for a number of years.

Hugh McGee, former student booker with U-I, is returning to resume his old position. He has been in Korea with the marines for the past year, and is receiving a medical discharge.

State visitors included: Mr. and Mrs. W. T. Henderson, Mawil, Medford; Lamont King, King, Marietta; Wesley Hodges, Bulldog, Weatherford; Ruby Jones, Ritz Shawnee; Mrs. C. M. Aushman, Wakita, Wakita; William Labarthe and son, Grant, Pond Creek; Waite Kerr, Platt, Sulphur; Milan G. Steele, Ritz, Pawnee; Mr. and Mrs. Bill Copeland, Geary, Geary; Mrs. D. B. Swabb, Ritz, Afton; Mr. and Mrs. Ray Hughes, Liberty, Heavener; Mrs. R. M. Downing, Grown, Collinsville; Glen Gil-

more Nucho, Bixby; E. B. Anderson, Riverside Drive-In, Norman, and Ardmore; John Sanders, Melba, Cleveland, and Mr. and Mrs. Earl Rowe, Velma, Velma.

Omaha

Sam Weiler, manager of Mario Lanza, star, MGM's "The Great Caruso," rejoined the singing star here following a brief visit to the coast.

Portland

Mrs. J. J. Parker, president of the circuit bearing her name, played host to U-I home office execs Maurice Bergman, Al Daff, and Charles Feldman, conferring on forthcoming product.

St. Louis

The recent regional meeting of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois at the Mark Twain, Hannibal, Mo., was one of the best in history. A surprise guest speaker was Jesse L. Lasky, touring on behalf of "The Great Caruso," who urged everyone to work hard, and use TV to the utmost to create interest in films. Tom Edwards, Farmington, Mo., presided. The actual registration was 113, with Eddie Rosecan, owner, Rialto, doing a swell advance publicity job. "The Great Caruso" was screened, and the session at the Hotel was opened by C. G. Holloway, city manager. Ed Kidwell, Kansas City, district manager, Theatre Enterprises, Inc., spoke on concessions, while Gordon Halloran, 20th-Fox St. Louis branch head, covered "Working Together." William T. Powell, district manager, Midwest Theatres, Inc., covered drive-in operation. Louis K. Ansell then introduced Lasky. He was followed by President Edwards, who gave a complete report of the recent TOA board meeting in Washington, D. C., and also asked that all exhibitors send in their dues to COMPO. Ansell spoke briefly on stage shows while Morton S. Gottlieb, manager, Joe Hornstein, Inc., St. Louis, covered third dimensional films. Rosecan then told why he joined the MPTO and TOA and Frank Plumlee, Farmington, covered advertising, publicity, and exploitation. Paul Kruger, co-general manager, Wehrenberg Circuit, urged the use of the slogan "Movies are Best." Just before the adjournment, President Edwards read a telegram from Gael Sullivan, executive vice-president, TOA urging support for the United Cerebral Palsy fund-raising campaign and also COMPO. A number of new members signed up at the meeting. After the meeting there was a cocktail party with the A. V. Gauger Service, Inc., Independence, Mo., as the host. All in all, it was without doubt the finest regional meeting ever held by the Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois, and represented many days and hours of real hard work and planning by the officers, directors, the special committees, Rosecan, and Myra Stroud, managing secretary.

In Richmond Heights, Mo., the city agreed to pay the operators of the Es-

quire and the Richmond \$14,000 in a final adjustment under the suit successfully brought by the theatre operators challenging the legal right of this city to impose and collect a five per cent tax on their gross receipts. Under the refund made by the city, the owners of the Esquire, Sam Shucart, Sam Levin, and Howard Zulauf, are to receive \$10,000, and the St. Louis Amusement Company, Richmond, is to get the remaining \$4,000.

Theatre owners and managers, exchange managers, salesmen, and others filled the Alexander Room of the Melbourne Hotel to pay tribute to Jesse L. Lasky, currently touring the country to further interest in "The Great Caruso." The luncheon gathering was sponsored by the Variety Club, with John Meinardi, district manager, Fox Midwest Theatres, and Chief Barker, Tent 4, presiding. Lou Ansell, Ansell Amusement Company, St. Louis, and chairman of the board, MPTO, was called upon to present Lasky to the meeting.

In Springfield, Ill., a bill pending in the Illinois General Assembly would permit county boards to require licenses of drive-ins and trailer camps. The maximum fee to be expected would be \$1,000 a year.

Ruth Barlow, formerly with ELC, joined Screen Guild as a clerk-stenographer, filling the vacancy caused by the resignation recently of Dolly Gentry. Roschelle Cohn another former ELC worker, joined MGM as an assistant cashier.

Theatrical Scenic Studios and Ray Colvin, executive director, Theatre Equipment Dealers Association, recently moved to new quarters at 3238 Olive Street.

Out-of-town exhibitors seen along Film Row included: John Rees, Wells-ville, Mo.; Caesar Berutt, Rolla, Mo.; Bill Williams, Union, Mo.; Frank X. Reller, Wentzville, Mo.; Tilden Dickson, Crystal City, Mo.; Forrest Pirtle, Jerseyville, Ill.; Herman Tanner, Vandalia, Ill.; Charles Beninati, Carlyle, Ill.; Mrs. Regina Steinberg, Madison, Ill.; Tom Edwards, Farmington, Mo.; Harry Blount, Potosi, Mo.; Frank Plumlee, Farmington, Mo.; Johnny Giachetto, short subjects booker, Frisina Amusement Company, Springfield, Ill., and Tom Bloomer, Belleville, Ill.

Kroger Babb, president, Hallmark Productions, Inc., presided at a meeting

of Hallmark distributors. . . . The mother of Grace Huckaba, National Theatre Supply, died recently.

L. M. Lucas is the manager of the Vincennes-Lawrenceville Drive-In between Vincennes, Ind., and Lawrenceville, Ill., which opened for the season on April 12. . . . Funeral services were conducted for Charles C. Horton, a projectionist at the Virginia. He had been a member of Local 43 for about seven years.

Arch Hosier, owner-manager, St. Louis Theatre Supply, had a narrow escape from serious injury when his automobile left Highway 61 while he was en route to Hannibal, Mo.

San Antonio

There has been a general shift in managers of four of Interstate Theatres neighborhood theatres now that Clarence Moss has been recalled to active duty with the air force. Eric Brendler, former manager, Woodlawn, is now at the Broadway replacing Moss. Doug Naylor, former Laurel manager, succeeded Brendler at the Woodlawn, and Bobby O'Donnell moved over from the Sunset to the Laurel. To fill the skipper's spot at the Sunset, the circuit brought in Kenneth Danie from Hondo, Tex. . . . Jewel Truex, manager, Azteca Film Exchange, returned from a trip to Los Angeles, California, and St. Louis.

The Center, Killeen, Tex., considered to be the largest theatre in Bell County, was opened. . . . Paul West, manager, Video Theatres, reopened the Pampa Drive-In, Pampa, Tex. The circuit's other drive-in, the Top O' Texas, opened. West also announced that the circuit's other drive-in, the Twilite, Gonzales, Tex., reopened as has the Sky Vue, Haskell, Tex. . . . R. N. Walner, new owner, Texas, State, and Linda, Abilene, Tex., announced that extensive repairs have been made to his property. He purchased the houses from Paul H. Nixon. A deal has been effected with a maker of packaged sandwiches. Passes to the houses are enclosed in the sandwiches which are sold within an area of 30 miles around the city.

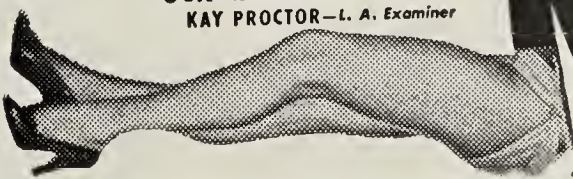
The Rio, Corsicana, Tex., has been shuttered, according to Dave Yates, city manager, Texas Consolidated Theatre Circuit. The property is to be sold by the trustees of the St. John's Methodist Church of St. Louis. The circuit will continue operation of the Ideal and Palace. . . . The Redland Drive-In, Luf-

11th WEEK

Everybody loves...

"Sex blockbuster..."

KAY PROCTOR—L. A. Examiner



MANON

starring **CECILE AUBRY**

PARIS THEATRE

WEST COAST DISTRIBUTORS: MANHATTAN FILMS INTERNATIONAL, INC.

1656 Cordova Street • Los Angeles 7

kin, Tex., celebrated its second anniversary with a birthday party with gifts to its patrons. . . . The Ritz has been reopened at Hale Center, Tex., by J. Boyd Prather, owner-manager.

Rollie Moore has been named assistant manager, Texas, replacing Chester Nunn, recalled to active duty with the air force. . . . Eph Charninsky, head, Southern Theatre Company, visited Austin, Tex.

Stephen Rooth and Pat Kennedy, Dallas, took over the operation of the Howell and Dixie, Howell, Tex. Kennedy will reside there, and manage both theatres.

F. L. Anderson, manager, Pioneer Drive-In, Denver City, Tex., reopened for the season. Arrangements were made to give a free gallon of gasoline to any patron of the drive-in whenever the temperature dropped to 40 degrees or less. . . . The name of the Seymour Road Drive-In, Wichita Falls, Tex., recently purchased by Charles W. Weisenburg, has been changed to the Sheppard Drive-In in honor of the Sheppard Air Force Base.

The Post Pak Drive-In has been opened at Houston, Tex., by Jack Groves. It has a 530-car capacity, and sells two tickets in a novel idea originated by Groves. One 50 cent ticket is sold for parking and another 25 cent ticket is for admission per person, thus a patron may park his car outside the drive-in and pay only 25 cents admission. Groves will also have a four-room apartment for the drive-in manager, a restaurant and an "I Forgot" Grocery. Patrons who forgot to buy groceries or who get out too late to do so at the grocery may do so at the drive-in store.

LCL Theatres, Galveston, Tex., faces a \$17,600 damage suit brought by a Texas City, Tex., woman who allegedly suffered a fractured left elbow and other injuries when she slipped and fell in the lobby of the Showboat.

Garland Lamb and Charles Peters are the new owners-operators, Loma, Marshall, Tex. Lamb will be resident manager. Peters is with the King's Drive-In, Shreveport, La. . . . Three men have been charged with the theft of about \$649 from the safe in the office of the Regis, San Diego, Tex.

Jack Pickens, owner of four theatres at Uvalde, Tex., announced that he will retire from active management because of ill health. He has sold a half interest in his properties to Mo-Kan Theatres, Dallas. E. J. Haubner, assistant manager, has been promoted to city manager. . . . Boyd Milligan, newstand operator, Fort Worth, Tex., is scheduled to open his 700-seat Poly in the Polytechnic addition in early May. He was floor manager for four years at the Majestic, and then built and operated the Pix. . . . Jefferson Theatre Circuit instituted a "Ladies Breakfast Matinee" at the Jefferson, Beaumont, Tex. Each Wednesday the doors open at 8:30 a.m. for a special



C. H. "Buck" Weaver, Paramount branch manager, Oklahoma City, and Tom H. McKean, Paramount salesman, recently celebrated their mutual birthdays. This year, Mrs. Weaver played hostess at the dinner, followed by a screening of Paramount's current "The Lemon Drop Kid."

showing, and coffee and donuts are served to the ladies.

A radio review of motion pictures is to be heard daily at 2 p.m. on KUHF-FM, operated by the University of Houston, Houston, Tex. The program is designed to supplement rather than compete with newspaper reviews and criticisms, according to Rick Uray, director of news service for the outlet. . . . J. Wood Fain sold the Fain, Sour Lake, Tex., to George H. Moore, Sioux Falls, S. D. . . . Donald Dickson, who formerly operated the Haskell, Dallas, Tex., purchased the Texan, Lufkin, Tex., from T. E. Laird. . . . Jack Swiger sold his Pix, Fort Worth, Tex., to W. D. Hightower, owner, Grand and Rosedale, Fort Worth. Swiger recently became the father of a baby boy, Douglas.

San Francisco

When "Fighting Coast Guard" bowed in, Republic Studios and Fox West Coast Theatres got together for one of the most exciting public relations deals in some time. Republic officials including west coast division manager Francis Bateman, San Francisco branch manager George Mitchell, and studio publicist Mort Goodman, joined with FWC northern division manager Spencer Leve, chief, booking department, George Milner, city district manager Herman Kerskin, and advertising and publicity manager Fay Reeder in a press and trailer screening party aboard the Coast Guard cutter Escanaba as she cruised in San Francisco Bay. There were plenty of other good stunts. Assisting Goodman in the Fox campaign were publicist Hanns Kolmar and executive secretary Ethel Buran. . . . Fox West Coast Theatres closed Studio, Vallejo, Cal., for an indefinite period. . . . Robert L. Lippert's Terrace Drive-In, just west of the Farmer's Market, is scheduled to open on May 16. It is the first open airer within the city limits. The new drive-in will have a capacity of 600 cars, with a waiting area to accommodate another 300 vehicles. The parking system was developed by designer Gale Santocono, who claims that it provides highly improved sight lines. . . . Charles Thall, manager, California Theatre Association, and chairman theatres division, Red Cross Drive,

reported theatremen have made their quota. . . . The PCCITO brought out a new house organ, The Exhibitor's Digest, to be published once a month, and edited by executive secretary Hannah Oppie. The paper will be mailed to every independent exhibitor in the eight western states.

Mike Newman, Columbia's publicist, has been in on "The Brave Bulls." . . . Ralph Amacher, branch manager, ELC, was scheduled to start work as a salesman for United Artists. . . . Murray Lafayette is United Artists' special representative working out of Los Angeles for "The Scarf" and "Queen for a Day." . . . Lloyd Joseph, new to the industry, is the United Artists new booker. . . . At MGM, auditor Charles Bell was making his routine visit from New York. . . . MGM head booker Leslie Smith returned from an early vacation. . . . Warners was repainted and redecorated. . . . Max Bercutt, Warners publicist, recovered from his recent illness, and was busy making plans for "Goodbye My Fancy," "I Was A Communist For The F.B.I.," and "Behind the Walls of Folsom Prison."

Seattle

Purchase of ELC by United Artists excited Film Row, especially in regard to personnel changes. William Shartin, ELC manager, has not announced his plans but expects to remain in Seattle, having recently purchased a home on Lake Washington. Lou Cobb, booker, ELC, joins United Artists as booker, as did Butch Leonard, salesman. Leonard succeeds Ernie Piro. In Portland, Charles Powers succeeds Morrie Segel as salesman. Gossip has it that Paramount will take over the building vacated by ELC, but not for several months. The Paramount exchange building has been condemned by the city to make way for the Alaskan Way viaduct and underpass.

Rollin Neibauer resigned as manager, Varsity, to join the Kenworth Trucking Company. He has been succeeded by Don O'Leary, University of Washington graduate and one of the stars of its football team last year. . . . Miriam Dickey, Lathrop Theatre Circuit, was down from Fairbanks, Alaska. . . . Henry Haustein, branch manager, and Walter Hoffman exploitation representative, went to New York to attend the Paramount sales meeting.

W. B. McDonald, Olympia, Wash., exhibitor, and his family returned from Florida, California, and Mexico. . . . Bill Thedford, vice-president, and Lowell Paramentier, purchasing agent, Evergreen Theatres, returned from Eugene, Ore. They were joined at Portland by Mose Mesher, Oregon district manager. . . . Fred Mercy, Jr., Yakima, Wash., exhibitor, left on a business trip to Denver. . . . Herbert Sobottka, vice-president and general manager, Hamrick Theatres, left with Mrs. Sobottka for a trip. . . . State exhibitors in town included: Ed Johnson, Spokane; Vance and Mrs. Weskil, Colfax; Earl J. Stierwalt, McCleary; Les Theuerkauf, Tacoma, and Walter Graham, Shelton.

NEWS OF THE

Territory

BRANCHES
Cincinnati

News of the sale of ELC to UA hit Film Row unexpectedly. Employees in ELC office were lining up new jobs. . . . Mrs. Peter Rosian, manager for several years, Guild, foreign film house, resigned to join her husband in Cleveland, where he is U-I branch manager.

Jane Berleman, U-I biller, announced her engagement to Charles King, with the wedding set for September. . . . Jerry Metzger, Kansas City, visited his uncle, Edward Salzberg, president, Screen Classics. . . . Annise Epstein, Realart bookkeeper, was called to North Fork, W. Va., because of her mother's illness.

Bob McNabb, 20th-Fox sales manager, accompanied Allan Stroulson, company salesman, on a visit to West Virginia houses. . . . Bert Stearn, Pittsburgh, president Cooperative Theatre Service, visited. . . . Sympathy was extended to Katherine Mersch and Henrietta Schulz, MGM, on the recent death of their father.

Dick Singerman, RKO booker, resigned, and so did Mrs. Peggy DeVault, 20th-Fox phone operator-typist. The latter was replaced by Mary Frances Cordes. . . . Florence Schumaker and Rosemary Meyers, UA, were on the sick list.

Opening of the baseball season brought in the usual large number of out-of-town exhibitors. They included: Floyd Morrow, Frankfort, Ky.; Charles Behlen, Lexington, Ky.; E. T. Denton, Owensville, Ky.; Don Reade, London, Ky.; John R. Joe, Maysville, Ky.; Price Kimler, Harlan, Ky.; R. L. Gaines and James Howe, Carrollton, Ky.; Elmer Lux and Donald Schine, Darnell Circuit, Buffalo; Frank Allara, Mattawan, W. Va.; J. C. Shanklin and E. R. Custer, Charleston, W. Va.; Jack Custer, Dunbar, W. Va.; Foster Lane, Williamson, W. Va.; Paul McKay, Montgomery, W. Va.; Bill Hitchcock, Winchester, O.; Chalmers Bach, Eaton, O.; Harley Bennett, Circleville, O.; Martin Junk, Batavia, O.; Fred Krimm and Roy Wells, Dayton, O.; C. E. Huprich, South Zanesville, O.; Roy Waller, Zanesville, O.; Ray Stout, Springfield, O.; Jack Needham, Columbus, O., and Hank Davidson, Lynchburg, O.

Morgan Hudgins, MGM unit publicity man, was in in conjunction with "Quo Vadis."

Cleveland

Abe Bernstein, formerly MGM press representative here and in Indianapolis, has been transferred to Albany and Buffalo. E. M. Pearson, handling the special advance campaign in Toledo, O., for "Teresa," takes over the Ohio-Indiana assignment.

The Hippodrome, 3500-seat house, in July leaves Warner Theatres, to be operated by its new owners, Herbert Schefel and Alfred G. Burger, who also own and operate the Telenews. The new owners announced the present first-run policy will be retained, and the present newsreel policy will continue at the Tele-News. Warner Theatres will concentrate on the 3000-seat Allen as its first-run outlet.

"Bingo" was again in the spotlight in a test case challenging the courts that declared charity sponsored "Bingo" a lottery. Albert D. Langman, who operated a "Bingo" establishment, was found guilty by a jury of using property for gambling purposes. Municipal Judge David C. Meck meted out a fine of \$350 and court costs, handed down a suspended 30-day jail sentence and six months probation.

Exhibitors were unable to convince officials that theatre games are not schemes of chance because there is no cash risk in participating in them. Police Prosecutor Joseph Stern ruled that all theatre games are illegal under the recent Supreme Court lottery ruling. This includes, "Bingo," "Lucky," "Bank Night," and all similar games whether cards or registrations are used for identification. This ruling affects only the city.

The Palace, Ashtabula, O., established every Friday night for a month as "Movie Opera Night." E. J. Stutz and Bob Snyder, Realart, distribute the pictures. . . . Paul Staup, Delphos, O., an ex-exhibitor, is back from Florida itching to get back into harness. . . . Larry Greenberg moves up into Bud Gilliam's position as one of the Warner Theatres bookers, and Dave Yellen takes over in Greenberg's post.

The Cleveland Cinema Club held its 34th annual birthday meeting in the Higbee Lounge. Mrs. Grace Thomas and Mrs. W. V. Fiske were granted life

membership, bringing to eight the number who have served the club for 20 years. The Cinema Club is raising its membership limit from 75 to 100.

The Showmen's Club goes on its summer monthly meeting schedule. Next meeting will be held on May 31. . . . Gordon Campbell, RKO booker, and wife celebrated their fifth wedding anniversary. . . . Manny Pearson has been appointed exploiter for MGM, covering Cleveland and Indianapolis. He was formerly with United Artists. Abe Bernstein has been transferred to Buffalo. . . . A daily change request week of top MGM pictures proved successful at the Orr, Orville, O.

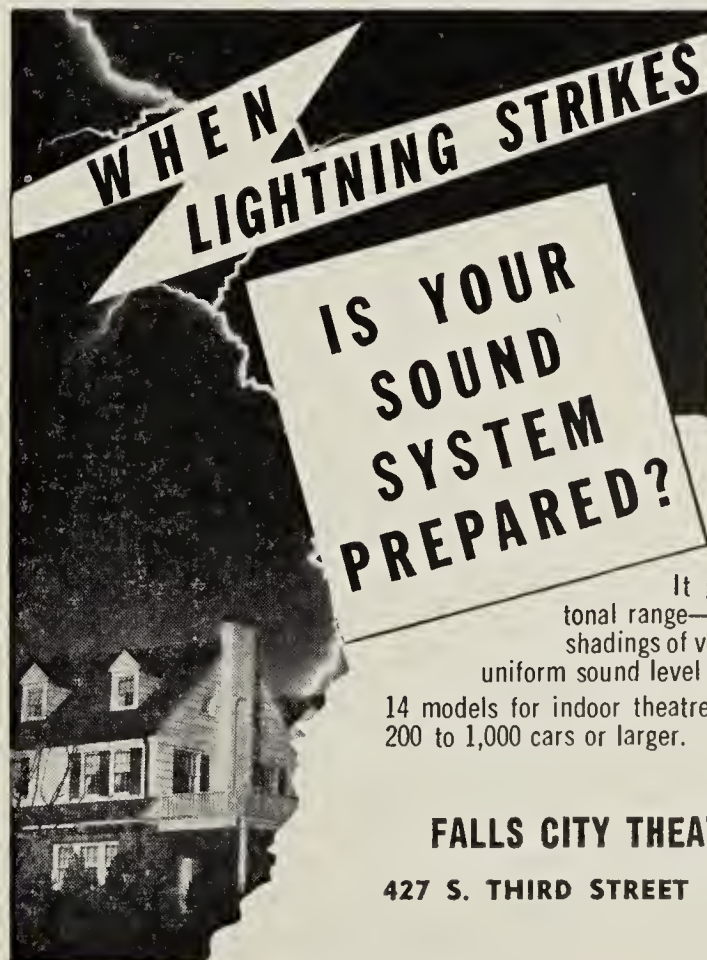
Seymour Poe, personal representative for Sol Lesser, set up an essay contest on "Kon Tiki," Esquire, with The Press.

Joe Longo, RKO exploiter, has been setting up campaigns on "The Thing." In Cincinnati, The Post received 7000 answers to its contest. Longo was combing the area for doubles of Ava Gardner and Janice Carter for his exploitation campaign on "My Forbidden Past." . . . Meyer Fine and Leroy Kendis, Associated Theatres Circuit, were in Philadelphia. Sam Stecker, also of the same circuit, is back from Florida.

Three members of ELC move over to United Artists. Robert Richardson, branch manager, becomes city sales manager while Arlene Berk and Ellen Asadow join the office force. Norma Shaw, ELC, joins National Theatre Supply.

P. E. Essick, Modern Theatres, returned from a Delray, Fla., vacation. . . . Harry Buxbaum, Paramount branch manager, was in Philadelphia to attend a company sales meeting.

Morgan Hudgins, MGM unit publicity man, was in in conjunction with "Quo Vadis."



When the scene on the screen is one of fury, with nature lashing out with its lightning and thunder, is your sound system capable of the smashing power necessary to carry out the full dramatic effect? When the leading man whispers sweet nothings into the ear of his glamour girl, can grandma, way back there in the last row, hear what he says? The answer is "yes" if you have a

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It gives you the best balanced, most complete tonal range—a guarantee of life-like reproduction, delicate shadings of voice, musical qualities never before approached, uniform sound level throughout the theatre.
14 models for indoor theatres from 500 to 5,000 seats and drive-ins from 200 to 1,000 cars or larger.

FALLS CITY THEATRE EQUIPMENT COMPANY

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Detroit

A direct mail pitch by Dillon Krepps, United Artists, resulted in a score of suburban newspapers running a four-column strip of an artist's conception of scenes from Columbia's "Valentino."

Edward J. Weisfeldt, formerly connected with Associated Theatres, is director of the entertainment committee which will gather talent for giant outdoor shows to be given this summer as a feature of the 250th Birthday Festival of Detroit.

With the Detroit premiere of "Queen For A Day" at the United Artists, a contest to select a local "Queen for a Day" was launched. Dillon Krepps, manager, announced that the winner will be chosen on May 2.

Benjamin Wachnansy, former general manager, Goldhar-Zimmer Circuit, has been appointed general manager, Michigan and Ecorse Drive-Ins by Nicholas George, owner. Wachnansy will continue to handle booking and buying for the Goldhar-Zimmer Circuit, in addition to his new duties.

Saul Korman, independent circuit operator, is experimenting with letting children accompanied by an adult to attend without paying admission to his Broadway-Capitol. If the plan works out satisfactorily, he will extend the policy to his other houses.

Indianapolis

Ted Mendelssohn, United Films Booking Service was in Detroit. . . . Walter L. Titus, Jr., district manager, Republic, was in conducting a sales meeting. . . . William Conway, Irvin, Cannelton, Ind., is redecorating the foyer and entrance to his theatre in observance of "Clean-Up-Paint-Up Week."

Sol Greenburg, office manager and head booker, ELC, joins the Y. and W. Management Corporation as booker. . . . Gene Tunney, former manager, ELC, decided to retire from the industry, and return to his home in Cincinnati. . . . Clyde Neihiser, Geneva Drive-In, Geneva, Ind., was a business visitor. . . . Guy Hancock, Prewitt, Plainfield, Ind., has taken over the Roxy, Pendleton, Ind.

Mid-West Theatre Supply installed RCA Brite-Arc lamps at the 500-car Seeleyville, Ind., Corral Drive-In. . . . Joanne Huffaker, former booker's clerk at Warners, has been promoted to student booker, and Marjorie Arthur has been promoted to booker's clerk. Joyce Burkett is a new addition as clerk.

Salesmen Robert Shrader and Gayle Black, Warners, are now driving company cars. . . . There was an excellent representation attending the formal opening of the Clyde, Fort Wayne, Ind., operated by Quimby Theatres. . . . Harry Meadows, from Atlanta, joined the sales organization at UA. He will cover Kentucky and southern Indiana.

Fred Sorrells, manager, Vogue, has been called to the air corps. He is succeeded by H. C. Dressendorfer. . . . E. D. Tamler, Rex, who passed on, had operated the Rex for 16 years. He was 37.

Harris Dudelson, divisional sales manager, and Joe Smith, home office representative, Lippert, were business visitors. . . . Karris Kennedy, inspectress, 20th-Fox, is recuperating after a major operation. . . . The Dream formerly operated by C. E. Smith, has been acquired by C. H. Kemp. . . . The Daisy was taken over by J. B. Sconce. All booking and buying will be handled by the Indianapolis Co-operative Circuit. . . . Gerald Haugk, formerly with the Hoosier, Muncie, Ind., has been made new manager, Templeton Drive-In, Mooresville, Ind.

Film Row visitors included: Kermit Suhre, Lyons, Lyons, Ind.; V. E. Burkle, Rialto, Fortville, Ind.; William T. Studebaker, Logan, Logansport, Ind.; James Ackron, Mallers Circuit, Fort Wayne, Ind.; Mr. and Mrs. Paul Janicky, Gaston, Gaston, Ind.; John Alexander, Ritz, Mooresville, Ind., and Clyde Neihiser, Geneva Drive-In, Geneva, Ind.

George T. Landis, general manager, Amusement Enterprises, Inc., announced that a deal had been made with the Indianapolis Indians whereby the ballpark will be used for film showings on nights when the team is on the road as well as Sunday nights following afternoon games.

Pittsburgh

M. A. Silver, Warner Theatres' zone manager, announced the appointment of Saul Bragin as head film buyer and booker for zone theatres, succeeding Harry Feinstein, recently upped to zone manager, New England Circuit. Bragin, a native of Chicago, attended Kent College of Law and Northwestern University. Prior to joining the film department in 1941, Bragin was film buyer for the Cleveland zone for five years, and was associated with Balaban and Katz and Canadian Famous Players Circuit.

Wally E. Anderson, who owns and operates theatres in small towns in northern Pennsylvania and southern New York, will take over the Marien, Marienville, Pa., on June 1. . . . Work on the modernization of the Academy, Meadville, Pa., is well under way. The old marquee was removed, and a new one installed. . . . It is rumored that B. G. Neyland, Folly, Erie, Pa., which is closed, may lease it to another Erie exhibitor. . . . J. K. Blakely, Northeast, Pa., exhibitor expects to be up and outdoors soon following a long period of convalescence necessitated by a heart attack.

Before opening his Skyline Drive-In, Erie, Pa., Carl Guerrin doubled the capacity of his concession building. . . . Vance Minton, Shea's, Erie, Pa., booked the stage show, "Kiss Me Kate," for a week.

The Nixon closed, after trying out a policy of first-run pictures. . . . Joseph Seyboldt closed the Gem, Erie, Pa.

The Mt. Olive sponsored a two-day benefit show for St. Joseph's Church building fund. . . . Mrs. Al Brevak, wife of the publicity man, Harris Circuit, is recuperating after an operation.

Jane Patterson, who resigned her booker's position at United Artists to join Cooperative Theatre Service, is back again in UA. Mathew Daniels, who came from New York to replace her, was transferred to the sales department, and will cover the West Virginia area.

Work is well under way on a new drive-in theatre between Natrona Heights, Pa., and Freeport, Pa., following an injunction which temporarily stopped the building. The owners expect to open on Decoration Day. . . . Newspaper members from The Sun Telegraph were hosts at the Variety Club "Family Night."

Bill Mack, National Screen Service, salesman, acquired a new 1951 Mercury. . . . Salesmen are advised to avoid route 98 from Meadville, Pa., to Erie, Pa., because it is in very bad condition. Route 19 is suggested.

Mr. and Mrs. William Finkel, Arcade and Colonial, were in New York and Teaneck, N. J., visiting their daughter. . . . The Rialto, Mt. Oliver, Pa., operated by Theodore Grance, closed permanently and will be remodeled into a store. Grance also operated the Everett, Everett, Pa., and seven drive-ins.

Favorite and Glorioso closed the Blue Sky Drive-In, Ellwood City, Pa., after opening late in April, and will await more favorable weather before reopening. . . . Film Row workers were glad to see Bill Lipsie in along with his brother, John. They are Blairsville, Pa., theatre owners. The former had been convalescing for almost a year after a heart attack.

Morgan Hudgins, MGM unit publicity man, was in in conjunction with "Quo Vadis."

Mike Winograd, Oriental, Rochester, Pa., was in the hospital for some minor surgery. . . . Ralph Felton, manager Spotlight 88 Drive-In, Beaver Falls, Pa., has a large pool of water and a motor boat for rides as an inducement for children. . . . William Powell is the new manager, ABC Drive-In, Baden, Pa. He comes from Springfield, Mass. . . . The Variety Club is planning its annual golf tournament in June.

State visitors included: Bert Redfoot, Arcadia, Winbur; Alex Silay and Steve Medve, Bentleyville and Richeyville; Frank Lewis and Sugar Beckwith, Blatt Circuit; Louis Ponsetta, Strand, Apollo; Ernest Lieberman, Smith's, Barnesboro; Tom Schreder, Regent, Beaver Falls; Charles Sheftic, Mary Lee, Boswell; Russ Wherle, Capitol, Braddock; Morris Finkel and Jim Verner, Capitol and Hilltop; Donald Mungello, Mary Ann, Burgettstown; William Basle, Basle, Washington; Werner Lund, Lund, Carmichaels; Norman Chussit, Regent, McKees Rocks; Bud Rosenburg, Rialto, and William Gray, Bentley, Monongahela.

NEWS OF THE

Territory

Boston
Crosstown

Mr. and Mrs. John J. Scully announced the birth of a grandson to their daughter, Nan Scully Dalton. The baby is to be named James Michael Dalton. The newcomer's grandfather is the U-I district manager.

The April 28 issue of The Saturday Evening Post carried a three-page spread describing the wonderful job being done by the Variety Club, Tent 23, through the Children's Cancer Foundation. The first time any Variety Club has received such widespread publicity through the magazine, writer Stephen Spencer handed out plenty of credit to the exhibitors behind the movement.

Dr. Sidney Farber, head, Children's Cancer Foundation, tossed a luncheon attended by Tent 23 members in honor of Lloyd Nolan in appreciation of the latter's appearance in the club's 1950 trailer.

Eliminations announced last fortnight by the Bureau of Sunday Censorship included the following: "The Brave Bulls," parts 1 to 11. (Deletions: Dialogue, "— or confession?"; "I'm saving up for confession.", in part 4). Columbia; "No Orchids For Miss Blandish," parts 1 to 10. (Deletions: Eliminate word, "Damn," in part 1. Cut to flash scene showing Bailey in room with Miss Blandish, in part 4. Eliminate song lyrics, "But when he'd got it, did he want it?", throughout entire song, in part 7. Words, "Hell" and "Damn," in part 8. Cut down on kissing scene between Slim and Miss Blandish, in part 8. Cut to flash scene showing Margo starting to undress while Fenner is at window, in part 8. Dialogue, "But I'm not a great guy at talking.", in part 8. Dialogue, "These few weeks," to and including, "—out of this life.", in part 10). Jack Schlaifer Organization, Inc.

Mercedes McCambridge, featured in "The Scarf," was in town for the usual radio, TV, and press assignments. . . . Samuel Pinanski, president, American Theatres Corporation displayed an original painting at the annual exhibit of Business Men's Art Club.

Variety Club crew members chartered a bus to accompany the 12 car "land cruise" visiting local historical spots on May 1. Arranged by Chamber of Commerce, the trip will be preceded by a luncheon at the Copley Plaza.

Ray Canavan, E. M. Loew's district manager, assigned the following managers to the circuit's open air situations: Tony Boschetto, Providence, R. I.; Bob Wickwire, Kingston, R. I.; Ed Myerson, Lynn, Mass.; Frank Giles, Methuen, Mass.; Carl Hallpen, Milford, Conn.;

Walter Brooks Augusta, Me.; Gerald London, Bangor-Brewster, Me., and Harold Cummings, Riverdale, Springfield, Mass. While Myerson is managing the Lynn ozoner, his post at the Capitol, Lynn, will be taken over by his assistant, Rose Gluck, and Fred Monson will take over at the Civic, Portsmouth, N. H., while Brooks is on his summer assignment at Augusta. Fred Caldwell is subbing for Izzy Finn at the Holis, Framingham, Mass., while the latter vacations, and Sam Schechter, ex-Western Association Theatres, has been installed as manager, Court Square, Springfield. Political note: Giles is Republican State Representative from his district. The circuit's West Boylston, Mass., and Bristol, Conn., situations are expected to open soon.

Eric Johnston, Economic Stabilization Administrator, will be awarded a citation at the annual dinner on May 7 at the Hotel Statler by Catholics, Protestants, and Jews, for outstanding work promoting principles of Brotherhood.

Amira Amir, Egyptian motion picture star, has been spending a few weeks in Boston.

Boston sportswriters and members of the PGA attended a screening of 20th's "Follow the Sun." Brines Sporting Goods store is aiding in the bally with a series of newspaper ads and full window space. Al Margolian, Astor publicist and Phil Engel, 20th-Fox ballyhooist, mapped the campaign.

Irving Isaacs, Telepix, replaced his union projectionists with non union men recently. Local 182 placed pickets in the vicinity.

Recent area ozoner openings are the Mohawk Community, Shelburn Falls; Community, Northfield; Hoosac, North Adams; Canaan and Claremont, N. H., and Fort Warren Drive-In, Fairhaven, Vt. The latter situation is owned by F. Chase Hathaway, and managed by Edward Stephenson.

A new booth and concession stand is being built at the South Deerfield, Mass., ozoner with early May opening scheduled. . . . Shea's, Turners Falls, Mass., has been taken over by exhibitor Choate, who will do his own buying and booking. . . . Sam Myer has taken over the Enfield Drive-In, Enfield, Me. Built two years ago as a 16 mm. situation, it was converted to 35 mm. last season.

"The Challenge" has been booked into the Esquire for its premiere.

Les Bendsley completed a 10-week contest at his Community Playhouse, Wellesley, Mass., with the winners, Mr. and Mrs. Mabbo Steele, getting a six-day jaunt to Bermuda. Jointly sponsored by the theatre and Wellesley Travel Service, the contest was judged by Harry Blake, president, Boston Chamber of Commerce, and A. Edwin Larsson, editor, Wellesley Townsman.

A fire which presumably started under the stage of the Lincoln, Quincy Point,

New England Bowling

BOSTON—With only one week to go in the New England Theatrical Bowling League, New England Theatres and Independent Theatres battled for first place, with New England ahead by a one-game margin. MGM and American Theatres were tied for second, followed by RKO, Harry's Snack Bar, and Macauley American Legion Post, in that order, while Affiliated Theatres trailed the pack.

Standings to date show:

Team	Won	Lost
NE	36	20
Inde	35	21
MGM	30	26
Amer	30	26
RKO	27	29
HSB	24	32
Leg.	22	34
Aff	20	36

INDIVIDUAL AVERAGES

Plunkett, NE 95.3	O'Hara, RKO....85.9
Freeman, HSB....93.7	Spingler, Leg....85.9
Burlone, NE....92.0	Vieira, Leg.....85.5
Morton, HSB....91.5	McGerigle, RKO..84.8
Serra, Inde.....91.3	Rochberg, Aff....84.3
Fahlbusch, NE....90.8	Rahilly, HSB....84.3
Levin, Inde.....90.7	Alfano, Amer....84.1
Hill, Inde.....90.6	Rowe, Aff.....83.9
Romanoff, NE....90.3	Feinstein, Amer..83.6
Saver, Leg.....89.8	Cavicchi, Leg....83.4
Rathgeb, MGM....88.4	McGowan, MGM...83.1
Farrington, Aff..88.1	Anderson, HSB...82.6
DeBrueil, Amer...87.9	McCarthy, HSB...82.1
School, MGM....87.8	Downing, RKO...81.8
Smith, RKO.....87.8	Castro, HSB.....81.3
Owens, Inde.....87.4	LaCross, RKO....80.7
Field, Aff.....86.9	Dooley, Leg.....78.9
Arsenault, NE....86.8	MacIntyre, Amer..78.3
Young, Inde.....86.7	Feinberg, MGM...75.8
Goldman, Aff....86.0	Oberman, MGM...72.5

HIGH SCORES

Singles: DeBrueil, Amer., 116; Grover, RKO, 103-124; Vieira, Leg., 112; O'Hara, RKO, 109; Farrington, Aff., 100-107; Burlone, NE, 100-104; Jennings, Leg., 113. Three strings: Grover, RKO, 314; DeBrueil, 300.

Mass., caused considerable damage. While no patrons were injured, one of the firemen was overcome by smoke.

Film District

Massachusetts Theatre Equipment installed new Cycloramic screens in Irving Green's Coolidge, Watertown, Mass.; Fellsway, Medford, Mass.; Park, Everett, Mass.; the Melrose, and E. M. Loew's Center, Pawtucket, R. I.

A joint meeting of 20th-Fox's sales staff and National Screen Service was held recently. Conducted by 20th-Fox branch manager James Connolly and Harry Kirschgassner, discussions of forthcoming releases were held.

Condolences go to Myer Ruttenberg, Coulter Premium Company, on the recent death of his father. Another son, Joseph, is the famous Metro cameraman.

Andy Smith, Jr., general sales manager, 20th-Fox, was expected in for meeting with Boston and New Haven exchange personnel. . . . Irving Sochin and Pete Dana, U-I, were in recently. . . . Edgar Briggs, Briggs Open-Air, Dalton, Mass., underwent surgery at the Pittsfield, Mass. General Hospital. . . . E. Harold Stoneman, Interstate, has been discharged from the Phillips House.

June Rittenberg, 20th-Fox biller, has returned to her desk following a leave of absence. . . . James Connolly, 20th-Fox branch manager, passed out the cigars

recently, celebrating the arrival of a new daughter, Mary Claire.

The bowling league elected the following officers for the coming year; president, Seth Field, Affiliated; vice-president, Jack Hill, Eagle, and treasurer, Carl Goldman, Affiliated. Harry Smith, RKO, and Max Burlone, UA, were elected to the rules committee. The League wound up its third year, and scheduled the annual banquet for May 17 at the Brunswick Lounge.

Arranged by Phil Engel, 20th-Fox exploiteer, a screening of "You're in the Navy Now" was attended by Admiral J. R. Cook and his executive staff along with other brass of the 1st Naval District. Naval Command and Public Information office are aiding in publicizing the film at the Metropolitan.

Harry Segal, branch manager, ELC, has shifted to the same job with United Artists. Al Fecke, salesman, and Joe Mansfield, field rep., also moved over to the new company. Irving Mendelsohn, acting branch manager at UA, has been appointed sales manager. Nate Ross, United salesman, resigned.

John McGrail, U-I publicist, flew to Miami, Fla., and the West Indies for a three-week vacation. Jack Hamilton accompanied him to New York, where they attended the premiere of "Long Years," written by McGrail's MIT classmate, Davis Snow.

Jules Lapidus, Warners' eastern and Canadian division sales manager, was in.

Messrs. Gordon, Cifre, Marshall, Mullin, Sternburg, Browning, Van Leer, Zeitz, Klebenov, Douglas, Carrolo, Redstone, Stanzler, Somborby, Alexander, and Mrs. Lydecker are among those who will trek to Philadelphia on the Variety Club's special train on May 8. . . . Margaret Donahue, 20th-Fox biller, resigned to await a blessed event.

New Haven Crosstown

Proof how good will can be built up in the public schools was revealed from a recent letter received by H. Cohn, manager, Dixwell, from Leoni Brandon, supervisor, Department of Visual Education. Cohn had cooperated with both the New Haven and Hamden schools with special tickets for the students and also cooperation with the teachers in the bally of "The Magnificent Yankee." The letter commended the theatre for the splendid cooperation.

Al Bookspan, Fishman Theatres, was scheduled to leave to enter his own business. Sol Ripps, Rivoli, West Haven, was due to take over his duties. . . . Congratulations were in order to Mr. and Mrs. William Mazzadra, Art Cinema, Bridgeport, on their recent wedding anniversary.

Meadow Street

MGM salesman Ray Cairns moved into his newly acquired home on the East

Shore. . . . Condolences were in order to Gloria Altieri, MGM, on the recent death of her brother and to Morris Jacobson, Strand Amusement Company, Bridgeport, on the passing of his brother.

Leon Jakubson, MGM office manager, did a nice job painting his 1932 Oldsmobile. . . . 20th Century-Fox's Edwina Serfilippi was married to Richard Ronald Petrillo, and went to Florida for the honeymoon. 20th Century-Fox personnel were on hand at the wedding ceremony.

The 20th-Foxites remembered booker Sol Papolizio's little boy with a silver baby cup, knife, fork, and spoon. . . . Angelo Tomasino, recently arrived from some years in Italy, is helping his dad, Mike Tomasino, formerly exhibitor of the White Way, New Haven.

The Palace, Danbury, started a square dance contest on stage. . . . The Strand Amusement, Bridgeport, installed soft drink dispensers. . . . Manager of the Danbury Drive-In is John O'Sullivan, while Les Brown is the manager, Torrington Drive-In.

Connecticut Bridgeport

The Reverend Francis D. McKenna, assistant pastor of St. Ann's, urged his parishioners to boycott the Beverly for its refusal to withdraw "Bitter Rice" despite protests. The Community, Fairfield, Conn., withdrew the film after two days of a planned four-day run. Although police censors deleted parts to which the Legion of Decency objected, Father McKenna asserted that "the harm is done by the advertising, and people go to the movie expecting to see the worst."

Hartford

For "The Mating Season," manager Ray McNamara, Allyn, conducted a search for the oldest married couple. . . . George E. Landers, E. M. Loew's division manager, and Joe Shea, Columbia exploiteer, arranged special screening of Columbia's "M." . . . Will Rogers, president, Will Rogers Drive-In Theatre Corporation, was named a judge for the 1951 "Miss Hartford" beauty competitions.

Rube Lewis, Local 84, IATSE, business agent, disclosed that over 400 reservations are expected for the 50th anniversary dinner of Local 84 on May 9.

City Council action likely will be asked soon to abolish a long-standing requirement calling for a full-time police duty at Hartford theatres.

Meriden

Nick Kounaris, Kounaris-Tolis Theatres, got home from a Florida vacation.

Middletown

The annual "Middletown Days," got in quite a few plugs for motion picture entertainment through the efforts of Sal Adorno, Jr., Adorno-Middletown Theatres. The Capitol and Palace were in the full-page co-op. ads.

Milford

E. M. Loew's Milford Drive-In, managed by Carl Halpin, reopened.

New Britain

Edward Madden, Palace, has been elected president, Local 301. Other officers are: Dan Grenier, Strand, Plainville, vice-president; Harry Greischuck, New Britain, recording secretary; Felix Stepanik, Cameo, Bristol, financial secretary, and Freddie Matthewson, Embassy, New Britain, business agent. . . . Sperie Perakos, general manager, Perakos Theatres plans to shutter the Palace in June for extensive remodeling. . . . Howie Richardson, State projectionist, is marking his 32nd year in show business. . . . Manager John D'Amato is observing his fifth year as Palace head.

Massachusetts Fall River

Raymond R. Allard, son of Center manager and Mrs. Raymond Allard, left for basic air corps training at Camp Sampson, N. Y. . . . Announcement was made of the engagement of Miss Peggy Cullen, Durfee, to John McGraw, a member of the Fall River Fire Department. . . . Mrs. Hazel Robertshaw, Durfee, resumed duties following four months in Florida.

New Hampshire Claremont

The Claremont Drive-In opened with 60-cent admission.

F. J. Cahalan, manager, Magnet, offered a pass to any future feature if a theatre patron did not agree after seeing "The Mating Season" that it is "one of the outstanding comedies of recent years."

Concord

Mothers and fathers of men at the front were invited to the Star as guests of manager Leon Dussault for "A Yank in Korea."

Vermont Bellows Falls

The Belmont Drive-In gave souvenirs to children three consecutive days.

Maurice N. Wolf, field assistant to MGM's H. M. Richey, spoke before the Rotary Club. He also addressed the Alliance Club, Brattleboro, Vt.

Poultney

The Poultney is giving the use of its auditorium for amateur contests, sponsored by the civilian defense organization.

Rutland

Edwin A. Morgan and Norman S. Grimshaw are again operating the Rutland Drive-In.

St. Johnsbury

Fred S. Gilson, former theatre owner, died at 74.

NEWS OF THE

Territory

New York City

Crosstown

"Father Knickerbocker's Community," starring Celeste Holm, is being shown in 300 theatres to aid The Greater New York Fund's 1951 Campaign for \$9,000,000. . . . Mrs. Spyros P. Skouras, wife of the president, 20th Century-Fox, was named chairman of the sponsoring committee of the New York Philharmonic Symphony Orchestra's benefit performance for the Greek War Relief Association.

Jack Harris, head film buyer, Walter Reade Theatres, and Mrs. Harris returned from a vacation in Miami Beach, Fla.

Louis Nizer, counsel, New York Film Board of Trade, announced that Paul Raibourn, vice-president, Paramount Pictures Corporation, and authority on television, will address the board on May 9 on television and the motion picture industry. Saul Trauner, president, board, will preside. Home office executives will be invited.

Liggett-Florin is no longer booking for the Douglas, Bronx. . . . The following Brooklyn theatres closed: Radio, Acme, Colony, and Metro. . . . Brandt is no longer booking for the Lyric. . . . Independent Theatre Service is now doing the booking for the Liberty, Freehold, N. J. . . . New operator of the Lincoln is the Theatre Booking Company Inc. . . . Gloria Theatre, Inc., is now operating the Gloria, Brooklyn. . . . Ned Luca is operating the Lyric, Boundbrook, N. J.

Leading stars of screen, stage, radio, and television will attend the May 3 luncheon of the amusement division, United Jewish Appeal. Louis Nizer, well-known theatrical attorney, will be one of the principal speakers.

Pioneering in the participation of the theatre in civilian defense work, all the Skouras Theatres in New York City became local recruiting centers for volunteers. In the home office of the Skouras Theatres Corporation, Commissioner Arthur Wallander, director of all civilian defense operation in New York, inducted all New York City Skouras theatre managers into special duty at a ceremony in the presence of Recruiting Director Grover Whalen. George P. Skouras, president, presided.

Monroe Goodman, executive assistant to A. W. Schwalberg, president, Paramount Film Distributing Corporation, returned after a two-week honeymoon trip to Bermuda.

Michele Morgan, star of Jules Levey's "Fabiola," UA release, arrived from



Martin Levine, Brandt Theatres executive, recently was elected president, New York City's Cinema Lodge, B'nai B'rith.

Europe in preparation for attending the world premiere at the Joy, New Orleans, on May 9. . . . Walter Hampden arrived to attend the world premiere of UA's "The First Legion," Loew's State.

Warm support of the amusement industry drive for the Joint Defense Appeal was pledged by an audience of industry leaders at a luncheon at the Hotel Astor. Herman Robbins, president, National Screen Service, chairman, industry JDA effort, presided. Max A. Cohen, president, Cinema Circuit Corporation, was luncheon committee chairman.

Film companies represented at an NLRB conference refused bids of the Screen Publicists Guild and the Professional Employees Guild for new elections for bargaining representatives. The companies and the NLRB were asked by District 65, Distributive, Processing, and Office Workers of America, to agree to new elections at all companies where that union or the United Office and Professional Workers of America, now absorbed by District 65, had contracts. It was decided by the board to conduct meetings with company representatives individually in an attempt to reach agreement on the elections.

Widespread support from college radio stations in the metropolitan area for 20th Century-Fox's "Take Care Of My Little Girl" is expected after a special screening of the Technicolor film for the collegiate stations' student chiefs and faculty advisors.

David A. Lipton, U-I vice-president in charge of advertising and publicity, arrived for a series of conferences with home office executives on promotion plans on pictures to be released during the coming months.

Mr. and Mrs. Nicholas Schenck announced the engagement of their daughter, Joanne, to Perry Belmont Frank, Jr. The wedding will take place this summer.

Charlotte Grad, daughter of Mr. and Mrs. Maurice Grad, Brooklyn, was married to Edward Leonard Schiff at the Union Temple, Brooklyn. Miss Grad's

father is short subjects sales manager for Columbia.

Wilbur Snaper, president, New Jersey Allied, announced that a one-day meeting in June will take the place of the group's regular three-day convention, since New Jersey Allied will play host to the National Allied convention in the fall. The meeting will be at the Berkeley-Carteret, Asbury Park, N. J.

Funeral services were held for Joseph Frankel, 53, brother of Shirley Frankel, secretary to Samuel Schneider, Warners' vice president.

Newly renovated, the Elmsford Drive-In, on route 9-A, Elmsford, reopened. Arthur Steele is managing director. The theatre is located off the Saw Mill River Parkway, near White Plains.

New Jersey
Newark

Nicholas Capirsello, assistant, Stanley, Jersey City, N. J., put over a ballyhoo for "The Lemon Drop Kid" at the Food Fair. . . . When Frank Kares, assistant, Branford, phoned Josephine Rentschler to ask for the hourly check on ticket numbers, he was surprised at being requested to come to the booth immediately. His call headed off an attempted holdup.

The Claridge, Montclair, N. J., operated by Warner Theatres since 1929, has been sold to Paul Josephs, who will operate the theatre under the corporate name of Claridge, Inc.

Arnold L. Jordan, for many years head booker for Warner Theatres' Jersey zone, and more recently assistant film buyer, has been upped to circuit film buyer, with the resignation of Harry Rosenquest. Jordan has been associated with Warners for about 22 years.

New York State
Albany

C. J. Latta, former upstate zone manager for Warner Theatres and in London as managing director, Associated British Theatres, Warner subsidiary, arrived to attend the 15th annual convention of Variety Clubs International in Philadelphia. . . . Marilyn Luce has been welcomed to the staff of RKO. . . . Carl Harte, Warner salesman, was vacationing. . . . Richard Suckol, formerly of the Cameo, Pittsfield, Mass., is now managing Harold Strassman's Eagle. . . . Bob Halliday, who recently announced his engagement, will be married on May 26 at Englewood, N. J. . . . Marvin Aranove, son of Harry Aranove, Warners' office manager, entered the army at Fort Jackson, S. C. . . . The kiddie matinee shows at the Madison have been fully approved by the PTA's of six area schools with public address announcements and tickets being sold in advance. . . . Dick Keating, Paramount head booker, was on the sick list. . . . Variety Club, Tent 9, has cancelled its ninth annual dinner dance, which was to have

been held at the Hotel Ten Eyck. . . . Lou Goldstein, formerly with Schine, is now booking and buying for the Vales Mills Drive-In and the Clinton, Clinton. —M. E. B.

Buffalo

Abe Bernstein, former MGM press representative in Cleveland and Indianapolis, has been transferred to the local and Albany territories.

Justice Joseph A. Wechter, State Supreme Court, continued the temporary stay of revocation of the theatre license of the old Vienna, referring the "Bingo" playing issue to the Appellate Division in Rochester for review. As a result, the theatre was to continue to operate without interruption until May 2, at which time another petition could be filed with the Appellate Court.

Matt Cvetic was enthusiastically greeted in upstate New York for his tour for "I Was A Communist For The F.B.I." The former undercover agent for the government was greeted by Mayor Joseph Mruk, who presented him with a key to the city. Cvetic was interviewed over WBEN-NBC and by The Buffalo News. He also appeared before the Shrine Convention and a Chamber of Commerce luncheon, and was presented with the Chamber of Commerce Merit Award for Good Citizenship. In Albany, Cvetic was interviewed by The Times-Union. In Schenectady, he appeared over TV station WRGB. He also addressed Albany High School and Saint Rose College students.

Rochester

Paul Field, assistant manager, Paramount, returned to the Empire Drive-In as aide to Gradon Hodges. Joseph Zoell, manager, Schine's Cameo, replaced. . . . Ken Stephany, who has acquired a son and daughter since breaking into the business at the Capitol three years ago, was transferred from Schine's Palace, Oneonta, to the Cameo, glad to be back in the old home town.

Most publicized manager was Jimmie Hayes, Strand, in a "Bingo" court test. The theatre tried "free Bingo" with two films at regular prices and high police "brass" looking on. The "friendly" arrest of Hayes followed the games. He pleaded innocent, and the judge set trial for June 20, but later moved it up to April 27 to get an earlier decision. Strand has run "Bingo" twice a week for about 12 years.

Manager Louis Thompson, Regent, had the world premiere of "Skipalong Rosenbloom" with heavy promotion, including a special square dance, Joe Deane broadcasting over WHEC. . . . French teachers sponsored a two-day showing of "Sylvie and the Phantom," Arnett.

Mr. and Mrs. Glenn Heinrich, both former managers, Capitol, became the proud parents of a son, Richard. . . . William Tishkoff, Central Drive-In, got NPA approval for \$11,000 in alterations.

It was reported that Howard Carroll planned to close the Capitol for the summer, and utilize the lobby as a candy and ice cream store. . . . Robert Carbone, Hudson, is a three-car exhibitor. . . . Projectionist Walter Knopf, well-browned on his trip to Florida, reported a wonderful time.

Ray Long, Smith-Howell, film delivery firm, reports that it now services 400 upstate theatres from eight terminals with the old stage slogan: "The show must go on." In business for 30 years, and now using 45 motor trucks, he can recall when the firm had to use horse and sleigh in some winter storms.

—D. R.

Schenectady

Fabian's Plaza moved from a second-run to a first-run while the circuit's Erie changed from a first-run to a second-run.

Syracuse

A stunt Ed Linder, Astor, Syracuse, worked out with a radio station, the mayor, and chief of police drew running mentions of Columbia's "Valentino." He gave away free tickets daily to the city's "most courteous motorists" nominated by policemen.

For "Samson and Delilah," Ed Linder, manager, Astor, arranged a contest with WSYR on the Jim Deline program with six "presentation" books and guest tickets as awards. A tie-in with the Syracuse University's Dean of English was worked on the same angle, with the contest run in the college newspaper, the Daily Orange. School authorities in the small adjoining towns also cooperated in a special contest. . . . Mrs. Margaret McCarthy, secretary to Ed Linder, manager, Astor, visited New York City with her husband.

The Cancer Fund received donations from patrons who played a gimmick at a nickel a throw in front of the Paramount during the showing of "Air Cadet." The machine was promoted by manager Charles Graziano from Rex Amusement Company. The player's object was to see how many planes could be shot down.

Al Micholski, projectionist, Schine's Oswego, Oswego, collapsed as he was going to work, and died before medical help could be received. The popular employee had been with the Schine organization for over 25 years.

The management of the Wescot donated the entire opening day's proceeds for "Trio" to the American Red Cross. . . . Mr. and Mrs. Gus Lampe, general manager, Schine Theatres, are on vacation in California. . . . Seymour Morris, Schine home office, was a recent visitor. . . . H. R. Emde, division manager, RKO Theatres, was in from New York. . . . Manager Sol Sorkin, RKO Keith's, outlined an outstanding campaign for "The Thing," one angle of which was a tieup

EYEING THE

Exchanges

NEW YORK—The main topic of conversation has been the UA purchase of ELC.

MGM—George Smith was recuperating from an operation. . . . The girls are happy about the new bookkeeping machines. . . . Sales executive Joel Bezahler announced the marriage of daughter, Arline Muriel. . . . A group in the office has taken up oil painting. . . . Shipper John Freeman recently celebrated 10 years of married life. . . . Film examiner Winnie Ceglio said good-bye to her mother, who returned to Scotland. . . . Birthday congratulations are in order for head switchboard operator Maye Paunese.

COLUMBIA—Everyone was glad to see Private Frank Giordonno around.

RKO—Secretary Ann Levy left for Mexico. . . . Pearl Yampolsky, boxoffice statement department, was out with food poisoning. . . . Former employee Bob Schmaltzbach, now with Uncle Sam, was around. . . . Sales manager Herman Silverman was on a well-earned respite.

UA—Acting branch manager Edward Mullin has been appointed sales manager for Manhattan, Brooklyn, and Long Island. . . . Office manager Pat Marconne left. So did Brooklyn salesman William Schutzer. . . . George Gonzales, statistical clerk, handed in his notice. . . . Arthur Steele, Elmsford Drive-In, was around.

BOOKER'S BIOG—After her graduation from New Utrecht High School, Brooklyn, Shirley Sussman came to work for Rugoff and Becker. After two years, she was transferred to the booking department. During the war, she devoted much of her time and energy to home front activities. Last year, after much urging she became a member of Motion Picture Bookers Club, and this year was elected financial secretary. She was recently promoted to the accounting department.

RAMBLIN' 'ROUND—Paramount booker Kitty Flynn is back after her vacation. . . . Frances Gross, Masterpiece, will marry in September. . . . Island Circuit booker Tom Pozen left. . . . Lou Kaufman, West Coast representative, Santana, was in. . . . Tickets for the Motion Picture Bookers Club theatre party on May 23 may be purchased from any member. —ARNOLD FARBER

with The Syracuse Post-Standard whereby \$500 was distributed to readers in a mystery contest.

Max Rubin, manager, Schine's Palace, and family spent time in Gloversville. . . . At Terre Haute, Ind., Jack Flex is as busy as ever covering a lot of ground in interest of Alliance Theatres. . . . Seems like everyone in the city is still eating lemon drops, distributed by manager Sol Sorkin for "The Lemon Drop Kid." —J. J. S.



NEWS OF THE

Territory

Philadelphia
Crosstown

The City Treasurer reported that amusement taxes collected for the month of March totalled \$232,890.53. This compares with \$285,913.67 for the same month in 1950. Since the first of the year, \$710,298.68 was collected, compared with \$921,325.62 for the same period in 1950.

A city ordinance signed by Mayor Samuel and which became effective as of March 30 requires certain theatres, motion picture houses, night clubs, dance halls, restaurants, department stores, schools, below ground areas, hotels, and all places of public assembly with a capacity of 100 or more persons to provide emergency lighting service fixing minimum requirements, and providing penalties for violations. Aaron Baer, 7616 City Line Center, says he is handling emergency lighting equipment that meets with these requirements.

The Great Northern and adjoining apartment building at the southwest corner of Broad Street and Erie Avenue will be demolished to make way for stores to cost approximately \$500,000. The property was recently sold by the Breyer Corporation to Loudon Realities, Inc., New York City, for \$800,000.

The Fox held a preview of 20th-Fox's "Follow The Sun." . . . RKO's walk-through giant truck on "The Thing" caused considerable stir as it made its appearance downtown in connection with the opening at the Goldman.

The S-W Imperial, Second Street, and the S-W Imperial, 60th Street, are now open weekends only.

The Fox held a preview of 20th-Fox's "Rawhide."

Philadelphia
Vine Street

Basil Ziegler, who once owned the Embassy, Westville, N. J., before he sold it to Ollie Guilfoil, and then went into the children's wear business in Woodbury, N. J., has joined Records Corporation of America as division manager for the entire eastern coast, from Baltimore, Md., down. Because of this, he will no longer book the Little, Haddonfield, N. J. Ziegler leaves the industry with the best wishes of his friends, and still retains a soft spot for the business.

Sanford Gottlieb, former Eagle Lion Classics branch manager, and Stanley Kositsky, former salesman at the same defunct branch, have formed Tri-State Theatre Service, a buying and booking service, with offices at 309 North 13th Street. As for the rest of the former ELC personnel, Rhoda Weitz, secretary, is going to Florida by plane for a vaca-

tion, and then goes to Warners as a stenographer; Jeanne Gavetti; former ELC cashier goes to United Artists as assistant cashier, and Grace Ambrosini, ELC contract clerk, goes to the Navy Department of Shipbuilding Scheduling Activity. Florence Weiner, booker, goes with Tri-State, while Toby Goldstein, secretary; Ada Norvick, assistant cashier, and Rita Montanaro telephone operator, were still not placed. The ELC salesmen, Naurice Rosen and Howard Smith, have not announced future connections.

Edith Rich is the new bookkeeper for Felt Theatres.

American Film's advertisement in EXHIBITOR for "Dangerous Waters," a free short subject on stream pollution in Pennsylvania, brought a request for the film to Bennie Harris from a Swedish distributor who wants to release it with a Swedish production, in view of the intense interest in American geography in his country.

Abe Sunberg was still a patient in Jewish Hospital. . . . Charles Amsterdam, Charles Sweet Company, entered Mayo Clinic for a checkup.

Jack Greenberg and Anthony P. Miller have taken over the Karlton and Rialto, Pleasantville, N. J., from Stanley-Warner. . . . Reports indicate that several Stanley-Warner theatres which have been on the market will be sold soon, and that there will soon be more weekend operations in the area.

Herman Margles when last heard from was in Acapulca, Mexico. . . . If anyone is looking for a telephone operator of several years experience he might find the person by getting in touch with Mildred Brooks, 1122 Locust Street.

Circuits
Stanley-Warner

Commodore manager Edgar Wolf left on a temporary leave of absence. . . . Maurice Dovberg moved in as temporary manager, Imperial, 60th Street. . . . Henry Eytinge, Imperial 60th manager, moved into the Princess to replace Samuel Crayder. . . . United Artists press agent Jules Field flew into town. He was expected by the publicity department so Esther Muchnick baked a cake to welcome him. Field works on "Queen for a Day." . . . Columbia press agent Milt Young post-carded from Missouri where he is working on "The Brave Bulls." . . . Ben "Lover Boy" Hammer is still the Northeastern operator. . . . Tiny Goldsmith left for Hot Springs, Ark., to help cure his arthritic ailment. . . . Stanley Slevin, Mastbaum assistant, is home from the hospital, and is on the road to recovery. . . . Sam Derringer, sound engineer, flew to Florida for some sun after his recent bout with pneumonia.

District of Columbia
Washington

L. E. Goldhammer, Monogram and Allied Artists eastern sales manager, and Monogram branch manager Milt Lipsner were arranging saturation bookings of Allied Artists' "I Was An American Spy" at 34 theatres in the area, set to

THEATRE
OWNERS
AND
MANAGER

It is IMPORTANT that you send us a copy of your program each week, no later than Tuesday. In this way, we can best serve you. Someone, maybe the booker, or perhaps yourself might forget to record a booking.

By sending us a copy of your program, we will be able to check any mistakes.

Please continue to wrap and address properly your return advertising so that it can be delivered to the right exchange.

IMPORTANT

Don't put your return film in the lobby until all your patrons have left after the last show.

HIGHWAY
EXPRESS
LINES, INC.

1638 Third Street, N. E.

Washington, D. C.

236 N. 23rd Street

Philadelphia 3, Pa.

LOcust 4-0100

MEMBER NATIONAL FILM CARRIERS, Inc.

follow world premiere at the RKO Keith on May 16.

Top industry figures are expected to attend the dedication ceremonies of the Carter Barron amphitheatre in Rock Creek Park on May 30. President Truman is the honorary national chairman of the memorial to the late Loew's eastern division manager. Secretary of the Interior Oscar L. Chapman and Nicholas M. Schenck, president, Loew's, are co-chairmen of the committee in charge while Orville Crouch, Barron's successor, is chairman of the memorial committee.

The world premiere of "Fighting Coast Guard" at the Warner brought in film stars, personalities, and top executives of Republic. The stars were Ella Raines, Brian Donlevy, and Forrest Tucker. From the west coast came Herbert Yates, president, Republic Pictures, and his executive assistant, William Saal. Republic's executive vice-president, James R. Grainger, and Mickey Gross, special field representative, were also on hand. Gross has been here working closely with the coast guard and others on details. Steve Edwards, Republic's director of advertising and publicity, represented the New York office. District managers attending included Walter Titus, James O'Gara, and John Curtain. . . . Frank La Falce, Washington publicity director, has a new secretary, Miss Martha Ryan. . . . George Dorsey's new secretary is Mrs. Frances Naftel. He is Washington representative for Warner Pathe News.

The President and the First Lady attended one of the season's most colorful events when they joined the impressive audience at the gala premiere of "Tales of Hoffmann" at the Playhouse, with all seats going to those contributing to the National Symphony Orchestra Sustaining Fund.

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20TH-FOX—Miss Auriel Oliver celebrated her birthday.

Former ELCite, Miss Rose Bamelin, who went west to marry Mack Linn, reported that they are now the proud parents of Joel Mack Linn, born in Bird City, Kan.

RKO—Visitors included W. D. Edwards, Hillsville, Va., owner, Towne, and I. M. Rappaport, Baltimore, Md. . . . Joe Kushner was home ill with the flu. . . . On the convalescent list was Joe Smith, night shipper, who underwent a serious operation. . . . RKO won the bowling tournament.

PARAMOUNT—Miss Frieda Abdella left for Texas.

REPUBLIC—Betty Baker, head inspectress was ill in the hospital. Gladys Jackson was pinchhitting.

ELC—Curtis Hildebrand is going with the Roth Circuit. . . . Jean Winebrenner will be secretary to the branch manager at Warners. . . . Edith Clark went to Metro, and Bernadine Parnell to U-I. . . . Florence Cardin is now secretary to Earle Sweigert at UA. . . . Walter Davis, who has been ill, is going to Florida. . . . Max Cohen, who recently returned from the hospital, is going to relax for a while.

WARNER—James Collins left for the Army Motion Picture Service. Clifford Reed takes over.

SANDY—Sylvester Sandy returned from Martinsville, Roanoke, and Salem, Va., and points south. . . . The exchange expects to move to 1013 New Jersey Avenue, NW.

Senator O'Connor, Democrat, Maryland, told the Senate that Maryland theatre owners felt that they would be seriously injured by the recent Federal Communications Commission report on the licensing policy.

Phil Isaacs, Paramount's newly appointed branch manager, became the father of a girl, Diane. The couple have another daughter, Susan.

Delaware Dover

The House of Representatives restored to the calendar a bill to permit continuous showings of motion pictures on Sundays after 2 p.m., instead of from noon to 6 p.m. and after 8 p.m., in incorporated cities and towns, following the bill's defeat on April 23. A similar measure was vetoed by Governor Elbert N. Carvel two years ago following passage by the General Assembly. Sponsored by Republican Representative Joseph A. Bruno, Sr., Wilmington, the present bill was "optional" for the legislators, and the voting did not follow party line. Bruno's request that it be restored to the calendar was approved, and another vote is likely.

Wilmington

Anthony F. Emory, attorney for John S. Scope, manager, Manor, Wilmington Manor, Del., has made application to the

Talks Highlight Virginia Meeting

RICHMOND, VA—Talks by state and industry leaders highlighted the regular quarterly meeting of the Virginia Motion Picture Theatre Association last fortnight with Leonard Gordon, Newport News; Jack H. Groh, Richmond; Harold E. Wood, Richmond; W. W. Grist, Jr., Lynchburg; Morton G. Thalhimer, Jr., Richmond; George Peters, Richmond; Herman Rubin, Petersburg; Robert T. Barton, Richmond; T. I. Martin, Culpeper; Chris W. Geoghegan, South Hill; Morton G. Thalhimer, Sr., Richmond; D. F. Aleshire, Luray; Floyd Stalls, representing Frank O'Brien, Richmond; Sam Bendheim, Jr., Richmond; Seymour Hoffman, Richmond, and Carlton Duffus, Richmond, in attendance. This was the first board meeting that president W. F. "Bill" Crockett has missed since assuming the duties of president of the association.

Robert Coyne special counsel, COMPO, gave a detailed report regarding the organization and its plans. The board voted unanimously to urge exhibitors to support COMPO individually.

VMPTA counsel Robert T. Barton, Jr., urged that exhibitors send in previously requested information concerning insurance and theatre fires and data concerning local building codes. A hearing on proposed fire insurance rates is scheduled for May 9.

Aleshire declared that it is important that exhibitors have their booths kept in good order for inspections are now taking place. Gordon reported on the successful tax fight conducted by the exhibitors in Newport News. The association now has at hand information which may be helpful in any community faced with a tax proposal, executive secretary Duffus said.

Exhibitors in the Newport News area reported they have banded together in promoting better business, and their full report will be one of the highlights of the summer meeting of the association, which will be held at the Jefferson Hotel on June 19-20. Jack H. Groh is chairman of arrangements with Peters, Hoffman and Duffus serving on the Committee.

Welcomed to the association were the following new members: Hunter's Lodge Drive-In, Troy, owned by J. T. Robinson, Jr.; Martin, Martinsville owned by J. L. Pritchett; R. L. White's Harvey Drive-In Lynchburg, and F. X. Storino's Lincoln, Richmond.

Court of General Sessions for a new trial following Scope's conviction on eight counts of an indictment charging him with showing and advertising a "lewd, lascivious, filthy, and indecent" motion picture known as "Hollywood Peep Show." Among the reasons cited by Emory for a new trial was that the testimony of an "expert" witness, the state psychiatrist, Dr. Mesrop A. Tarumianz, was prejudicial to the jury and contrary to law. Emory also contends that the court erred in refusing to admit such

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RIALTO Pleasantville, N. J.
WARNER West Chester, Pa.
WARNER West Chester (repeat date), Pa.
STATE Chester, Pa.
AMBLER Ambler, Pa.
LEVOY Millville, N. J.
CLEMENTON Clementon, N. J.

FABIAN CIRCUIT

COLONIAL Harrisburg, Pa.
EMBASSY Easton, Pa.

R.K.O. CIRCUIT

TRENT Trenton, N. J.
STATE Trenton, N. J.
HAMILTON Trenton, N. J.
BRUNSWICK Trenton, N. J.

ATLANTIC CIRCUIT

LAUREL Bridgeton, N. J.
BROAD Pennsgrove, N. J.
WOOD Woodbury, N. J.
FOX Bordentown, N. J.

ALLIED CIRCUIT

MUSIC HALL Lansdale, Pa.
ARCADIA Wellsboro, Pa.

MELVIN FOX CIRCUIT

FOX Burlington, N. J.
CRITERION Moorestown, N. J.
FOX Mt. Holly, N. J.
FOX Riverside, N. J.
DEVON Philadelphia, Pa.

VARBALOW CIRCUIT

CENTURY Audubon, N. J.
COLLINGSWOOD Collingswood, N. J.
WALT WHITMAN Camden, N. J.

GOLDMAN CIRCUIT

STATE Hanover, Pa.
HIPPODROME Pottstown, Pa.
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VICTORIA Mahanoy City, Pa.
VICTORIA Shamokin, Pa.
VICTORIA Mt. Carmel, Pa.
MIDWAY Allentown, Pa.
PALACE Atlantic City, N. J.
CLASSIC Lehigh, Pa.
EMMAUS Emmaus, Pa.
SHERMAN Stroudsburg, Pa.
PLAZA Stroudsburg, Pa.
STATE Lebanon, Pa.
STRAND Lancaster, Pa.
PALACE Bethlehem, Pa.
CAPITOL Chambersburg, Pa.
ROXY Wilkes-Barre (3 wks.), Pa.
PARK Scranton (1 wk.), Pa.
IMPERIAL Kulpmont, Pa.
GRAND Norristown, Pa.
SILVER Coatesville, Pa.
KARLTON Williamsport, Pa.
BIJOU Trenton, N. J.
MAIN Ephrata, Pa.
CAMPUS Lewisburg, Pa.
ROXY Lock Haven, Pa.
ROXY Northampton, Pa.
19th ST. Allentown, Pa.
GREENWOOD Trenton, N. J.
GRAND E. Greenville, Pa.
STATE Shippensburg, Pa.
FAMILY Hazleton, Pa.
COUNTY Doylestown, Pa.
BRISTOL Bristol, Pa.
PASTIME Lewistown, Pa.
LEGIONAIRE Milton, Pa.
RIVOLI Hammonton, N. J.
COLONIAL Egg Harbor, N. J.
STRAND Bangor, Pa.
LANDIS Vineland, N. J.
FENWICK Salem, N. J.
CONGRESS Marcus Hook, Pa.
LYRIC Landisville, N. J.
RIALTO Freeland, Pa.
HILL Paulsboro, N. J.
LITTLE Haddonfield, N. J.
ROOSEVELT Downingtown, Pa.
CRESCENT W. Collingswood, N. J.
COLONIAL Port Norris, N. J.



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Pottsville (1 wk.), Pa.
CROSSKEYS...New Oxford, Pa.
CALEDONIA
Chambersburg, Pa.
KEYSTONE....Harrisburg, Pa.
IDEAL...Carbondale (1 wk.), Pa.

ALLIED

STAR-LITE.....Eatonville, Pa.
VALLEY Sayre, Pa.
RT. No. 45....Berlinsville, Pa.

Drive-Ins Now Booked

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BURLINGTON...Burlington, N. J.
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other articles as similar posters and pictures into evidence.

"Mr. Goodwill," WDEL, program director Harvey C. Smith, will broadcast from the stage of Loew's Aldine on May 22. Admission is scaled at 25 cents, and Edgar J. Doob, manager, reports very brisk ticket sale from the first day. Manager Doob and assistant manager Robert E. Diem worked up a big campaign on "Father's Little Dividend."

—HENRY L. SHOLLY

Maryland Baltimore

Joe Fields, 48, owner, Rivoli, died in Hollywood following a lengthy illness.

Leonardtwn

Manager Bob Wentworth, New, is now a second degree Knights of Columbus member, St. Mary's County. . . . General manager K. B. Duke, Sr., St. Mary's Theatres Inc., has been asked to be vice-president, American Red Cross chapter, St. Mary's County. He has also been asked to serve on the advisory board to the navy, and is taking instruction at the Anticostia Naval Training School,

Washington, D. C. . . . A June 1 opening has been set for the new theatre Philip E. Gray is building at Lexington Park, Md.

New Jersey Trenton

A law under which Atlantic City now levies "luxury" sales taxes of three per cent on hotel rooms, liquor, and amusements, and two per cent on cigarettes and tobacco products would be broadened to apply to all municipalities bordering on the ocean that are classified as seaside or summer resorts, under terms of a bill introduced in the legislature by Senator J. Stanley Herbert, Monmouth County Republican. As enacted in 1947, the law now is limited to "cities" of the Fourth Class bordering on the Atlantic Ocean. In Monmouth County, that includes Asbury Park and Long Branch, but neither of these cities availed themselves of the act, which is subject to local referendum. All other resort municipalities in Monmouth County are now exempt from the enabling act.

New Jersey's Assembly passed, and sent to the State Senate, a bill to regu-

TRADE SCREENINGS

PHILADELPHIA

MGM (1233 Summer) May 3, 11, "Hometown Story" (Jeffrey Lynn, Marjorie Reynolds); 8, 11, "Mr. Imperium" (Lana Turner, Ezio Pinza, Marjorie Main, Sir Cedric Hardwicke) (Technicolor); 16, 11 "Pandora and The Flying Dutchman" (Ava Gardner, James Mason, Nigel Patrick) (Technicolor).

WARNERS (230 N. 13th) May 16, 2.30, "Inside The Walls Of Folsom Prison" (David Brian, Steve Cochran, Joan Wrae).

RKO (250 North 13th) May 21, 2.30, "Hard, Fast and Beautiful" (Claire Trevor, Robert Clarke, Sally Forrest).

late the attendance of children at theatres. Sponsored by Assemblywoman Freeman, Essex Republican, the bill would prohibit admission of any unaccompanied children under 12 unless special seating allocation were provided, and would require that a qualified supervisor be provided by the theatre management. It would also ban unaccompanied children under 14 in theatres after 6 p.m., with extension to 7 p.m. during July and August.

Pennsylvania Easton

George W. Kilpatrick, one of the veterans in the business, sold his Wilbor to Neal Rumbaugh, and left for Miami Beach, Fla., to operate the Paxon Ocean View, Apartment Hotel, 7451 Harding Avenue. He invites exhibitors to drop in on him when at Miami Beach. Rumbaugh, in town with Kilpatrick, dropped in on EXHIBITOR during his visit, and also met other film men during his stay here. Kilpatrick, who started in the business at the age of 13 as an usher, gave 30 years to the industry.

Harrisburg

John Sites, former manager, Elton, Steelton, Pa. is now engaged in the television installation business. Jack Trumbo ex-assistant manager, Colonial, has taken Sites' place at the Elton. . . . Joe Murdock, manager, Senate, had Bowman's department store install a dignified-appearing window during the showing of "The Mudlark." Copies of gowns worn by Irene Dunn made an attractive display.

Michael, son of Mark Rubinsky, Uptown, celebrated his 11th birthday on April 18. . . . David R. Jones, manager, Lemoyne, played "baby sitter" to the students of Lemoyne, Camp Hill and Lower Allen Township at a special matinee on May 9. The show was arranged at the instance of the Lemoyne PTA. Schools were dismissed so that all parents and teachers could attend the lecture of Dr. Cleveland Meyers, child psychologist and columnist. The PTA was concerned over means of occupying the children during the afternoon, and manager Jones solved the problem.

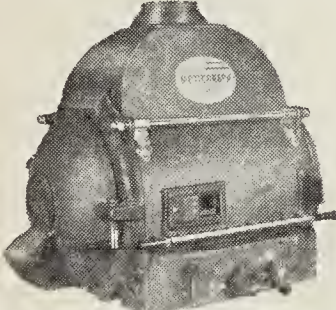
Reading

Larry Levy, Loew's, used a wide variety of stunts to bally MGM's "Royal Wedding."

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Allied Artists

I WAS AN AMERICAN SPY—DOCMD—Ann Dvorak, Gene Evans, Douglas Kennedy—Okeh exploitation bet—85m.—see Apr. 11 issue—(AA-19).
SHORT GRASS—W—Rod Cameron, Cathy Downs, Johnny Mack Brown—Good western—83m.—see Jan. 3 issue—(AA18).
SOUTHSIDE 1-1000—MD—Don DeFore, Andrea King, George Tobias—Suspense-filled meller has the angles for selling—73m.—see Oct. 25 issue—(AA17).

TO BE REVIEWED OR IN PRODUCTION

DRUMS IN THE DEEP SOUTH—Guy Madison, Barbara Peyton, Barton MacLane—(Supercinecolor).
HIGHWAYMAN, THE—Charles Coburn, Wanda Hendrix, Philip Friend—(Cinecolor).

Astor

HOLY YEAR AT THE VATICAN, THE—DOC—"The March of Time" documentary narrated by Mansignor Fulton J. Sheen—Religious entry should appeal in certain situations—66m.—see Sept. 27 issue—(Made in Italy).

Columbia

(1949-50 releases from 201 up)

(1950-51 releases from 301 up)

AL JENNINGS OF OKLAHOMA—W—Dan Duryea, Gale Storm, Dick Foran—Good western—79m.—see Jan. 31 issue—(Technicolor)—(327).
BLAZING SUN, THE—MUW—Gene Autry, Pat Buttram, Lynne Roberts—Above average Autry—70m.—see Nov. 8 issue—(246).
BORN YESTERDAY—C—Judy Holliday, William Holden, Broderick Crawford—Highly entertaining adult comedy—103m.—see Nov. 22 issue—Leg.: B—(344).
BRAVE BULLS, THE—D—Mel Ferrer, Miroslava, Anthony Quinn—Well-made bull fighting film will have best appeal in class spots—108m.—see Apr. 25 issue—(321).
CHAIN GANG—MD—Douglas Kennedy, Marjorie Lord, Emory Parnell—Okeh far the lower half—70m.—see Oct. 11 issue—(313).
COUNTERSPY MEETS SCOTLAND YARD—MD—Howard St. John, Amanda Blake, Ron Randell—Okeh program for the lower half—67m.—see Nov. 22 issue—(307).
EMERGENCY WEDDING—C—Larry Parks, Barbara Hale, Willard Parker—Pleasing comedy—78m.—see Nov. 22 issue—Leg.: B—(332).
FIVE—D—William Phipps, Susan Douglas, James Anderson—Different type offering will need plenty of push—91m.—see Apr. 25 issue.
FLAME OF STAMBOUL—MD—Richard Denning, Lisa Ferraday, Norman Lloyd—For the lower half—68m.—see Mar. 14 issue—(314).
FLYING MISSILE, THE—MD—Glenn Ford, Viveca Lindfors, Henry O'Neill—Interesting programmer has plenty of selling angles—92m.—see Jan. 3 issue—(335).
FORT SAVAGE RAIDERS—W—Charles Starrett, Smiley Burnette, John Dehner—Above average western—54m.—see Mar. 8 issue—(365).
FURY OF THE CONGO—AD—Johnny Weissmuller, Sherry Moreland, William Henry—Routine series entry for the duallers—69m.—see Feb. 28 issue—(329).
GASOLINE ALLEY—CD—Scotty Beckett, Jimmy Lydon, Susan Morrow—Film version of comic strip is packed with selling angles—77m.—see Jan. 17 issue—(301).
GENE AUTRY AND THE MOUNTIES—MUW—Gene Autry, Pat Buttram, Elena Verdugo—Okeh Autry—70m.—see Jan. 31 issue—(351).
GREAT MANHUNT, THE—see State Secret.
HARRIET CRAIG—D—Jaan Crawford, Wendell Carey, Lucille Watson—Good women's shaw—94m.—see Nov. 8 issue—(323).
HE'S A COCKEYED WONDER—C—Mickey Rooney, Terry Moore, William Demarest—Amusing comedy for the duallers—77m.—see Nov. 8 issue—(340).
KILLER THAT STALKED NEW YORK, THE—MD—Evelyn Keyes, Charles Korwin, William Bishop—Exploitation entry is packed with selling angles—79m.—see Dec. 6 issue—(241).
KING OF THE WILD HORSES—OD—Rex, William Janney, Dorothy Appleby—Reissue should appeal to action houses—66m.—see Mar. 28 issue—(310).
LAST OF THE BUCCANEERS—ACD—Paul Henreid, Jack Oakie, Karin Booth—Fair adventure drama has names to help—79m.—see Oct. 11 issue—(Technicolor)—(341).
LIGHTNING GUNS—W—Charles Starrett, Smiley Burnette, Gloria Henry—Okeh series entry—55m.—see Dec. 20 issue—(361).
"M"—MD—David Wayne, Howard daSilva, Martin Gabel—Engraving melodrama has the angles for selling—88m.—see Mar. 14 issue—Leg.: B—(347).
MY TRUE STORY—MD—Helen Walker, Willard Parker, Elisabeth Risdon—Okeh meller for the lower half—67m.—see Mar. 14 issue—(308).
OPERATION X—D—Edward G. Robinson, Richard Greene, Peggy Cummins—Robinson name ought to help fair drama—79m.—see Jan. 3 issue—(English-made)—(333).
PRAIRIE ROUNDUP—W—Charles Starrett, Smiley Burnette, Mary Castle—Okeh "Durango Kid"—53m.—see Jan. 31 issue—(363).
PYGMY ISLAND—MD—Johnny Weissmuller, Ann Savage, David Bruce—Routine series offering for the lower half—69m.—see Nov. 22 issue—(342).
RAIDERS OF TOMAHAWK CREEK—W—Charles Starrett, Smiley Burnette, Kay Buckley—Okeh series entry—55m.—see Nov. 8 issue—(362).
REVENUE AGENT—MD—Douglas Kennedy, Jean Willies, Onslow Stevens—Okeh for the duallers—72m.—see Dec. 20 issue—(312).
RIDIN' THE OUTLAW TRAIL—W—Charles Starrett, Smiley Burnette, Sunny Vickers—Okeh "Durango Kid"—56m.—see Feb. 14 issue—(364).
SMUGGLER'S GOLD—MD—Cameron Mitchell, Amanda Blake, Carl Benton Reid—For the lower half—63m.—see May 9 issue—(315).
STAGE TO TUSCON—W—Rod Cameron, Wayne Marris, Kay Buckley—Good western—82m.—see Dec. 20 issue—(Technicolor)—(334).

EXHIBITOR

SERVISECTION

THE CHECK-UP of all features and shorts for an eight-month period

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SECTION 2
 Val. 45, No. 26

MAY 2, 1951

STATE SECRET (The Great Manhunt)—MD—Douglas Fairbanks, Jr., Glynnis Johns, Jack Hawkins—Meller rates with the better imparts—97m.—see Oct. 11 issue—(English-made)—(331).
TEXAN MEETS CALAMITY JANE, THE—W—Evelyn Ankers, James Ellison, Lee White—Color may help mild western—71m.—see Oct. 25 issue—(Cinecolor)—(303).
TEXANS NEVER CRY—MUW—Gene Autry, Pat Buttram, Mary Castle—Standard Autry—66m.—see Mar. 14 issue—(352).
TOUGHER THEY COME, THE—MD—Wayne Morris, Preston Foster, Kay Buckley—Okeh programmer for the duallers—69m.—see Dec. 6 issue—(305).
VALENTINO—BID—Anthony Dexter, Eleanor Parker, Richard Carlson, Patricia Medina—Should ride into the better money—105m.—see Feb. 14 issue—Leg.: B—(Technicolor)—(320).
WHIRLWIND—W—Gene Autry, Smiley Burnette, Gail Davis—Good Autry—70m.—see Apr. 11 issue—(354).
YANK IN KOREA, A—MD—Lon McCallister, William Phillips, Sunny Vickers—Topical film will fit into the duallers—73m.—see Feb. 14 issue—(346).

TO BE REVIEWED OR IN PRODUCTION

BAREFOOT MAILMAN, THE—Robert Cummings, Terry Moore, Jerome Courtland—(Supercinecolor).
BONANZA TOWN—Charles Starrett, Smiley Burnette—(367).
BIG GUSHER, THE—Wayne Morris, Preston Foster, Dorothy Patrick.
CHINA CORSAIR—Jon Hall, Lisa Ferraday, Ron Randell.
CRIMINAL LAWYER—Pat O'Brien, Jane Wyatt, Mike Mazurki.
CYCLONE FURY—Charles Starrett, Smiley Burnette.
FAMILY SECRET—John Derek, Lee J. Cobb, Jody Lawrence.
FIVE—William Phipps, Susan Douglas, James Anderson.
HARLEM GLOBETROTTERS, THE—Thomas Gomez, Dorothy Dandridge, The Harlem Globetrotters.
HER FIRST ROMANCE—Margaret O'Brien, Allen Martin, Jr., Joseph Fallon.

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or are unclassified by the Legion.

Abbreviations following titles indicate type of picture.
 ACD—Action drama
 AD—Adventure drama
 ACMU—Action musical
 ADMD—Adult melodrama
 BID—Biographical drama
 BIDMU—Biographical drama with music
 C—Comedy
 CAR—Cartoon feature
 CD—Comedy drama
 CDMU—Comedy drama musical
 CFAN—Comedy fantasy
 CFANMU—Comedy fantasy musical
 CMD—Comedy melodrama
 CMU—Comedy musical
 COMP—Compilation
 COSMD—Costume melodrama
 D—Drama
 DFAN—Drama fantasy
 DMU—Dramatic musical
 DOC—Documentary
 DOCD—Documentary drama
 DOCMD—Documentary melodrama
 ED—Educational feature
 F—Farce
 FAN—Fantasy
 FANMU—Fantasy musical
 FMD—Factual melodrama
 FMU—Farce musical
 HISD—Historical drama
 MDMU—Melodrama musical
 MD—Melodrama
 MUC—Musical comedy
 MUCD—Musical comedy drama
 MU—Musical
 MUSAT—Musical satire
 MUW—Musical western
 MY—Mystery
 MYC—Mystery comedy
 MYCM—Mystery comedy musical
 MYD—Mystery drama
 MYMD—Mystery melodrama
 MYMU—Mystery musical
 MYW—Mystery western
 NOV—Novelty
 OPC—Operatic comedy
 OPD—Operatic drama
 OD—Outdoor drama
 OMD—Outdoor melodrama
 PD—Psychological drama
 ROMC—Romantic comedy
 ROMCMU—Romantic comedy musical
 ROMD—Romantic drama
 ROMDMU—Romantic drama with music
 SAT—Satire
 SCD—Sex comedy drama
 TRAV—Travelogue
 W—Western
 WC—Western comedy
 WCMU—Western comedy musical
 WD—Western drama
 WMD—Western melodrama
 WMDMU—Western melodrama musical
 WMU—Western musical

HILLS OF UTAH—Gene Autry, Pat Buttram, Donna Martell.
HURRICANE ISLAND—Jon Hall, Marie Windsor, Ramo Vincent—(Supercinecolor).
LEFTY FARRELL—Elizabeth Scott, Terry Moore, Alexander Knox.
LORNA DOONE—Barbara Hale, Richard Greene, Wally Bishop—(Technicolor)—(336).
MAGIC CARPET—Lucille Ball, John Agar, Patricia Medina—(Supercinecolor).
MAN IN THE SADDLE—Randolph Scott, Joan Leslie, Alexander Knox—(Technicolor).
MASK OF THE AVENGER—John Derek, Jody Lawrence, Anthony Quinn—(Technicolor).
NO HELP FROM HEAVEN—Dane Clark, Cathy O'Donnell, Tom Drake.
OUTLAW TAMER, THE—Charles Starrett, Smiley Burnette, Nancy Saunders.
PICKUP—Beverly Michaels, Hugo Haas, Allan Nixon.
REMEMBER THAT FACE—Broderick Crawford, Betty Buehler, Otto Hulett.
SANTA FE—Randolph Scott, Janis Carter, Jerome Courtland—(Technicolor)—(330).
SATURDAY'S HERO—John Derek, Donna Reed, Otto Hulett—(318).
SILVER CANYON—Gene Autry, Gail Davis, Pat Buttram.
SIROCCO—Humphrey Bogart, Lee J. Cobb, Marta Toren.
SNAKE RIVER DESPERADOES—Charles Starrett, Smiley Burnette—(366).
SON OF DR. JEKYLL—Louis Hayward, Alexander Knox, Jody Lawrence.
SUNNY SIDE OF THE STREET—Jerome Courtland, Terry Moore, Lynn Bari—(Supercinecolor).
TEN TALL MEN—Burt Lancaster, Jody Lawrence, Gilbert Roland—(Technicolor).
TEXAS RANGERS—George Montgomery, Gale Storm, John Littel—(Supercinecolor)—(325).
WAR CRY—George Montgomery, Audrey Long, Howard S. John.
WHEN THE REDSKINS RODE—Jan Hall, Mary Castle, Sherry Moreland—(Supercinecolor)—(339).
WHISTLE AT EATON FALLS, THE—Dorothy Gish, Lloyd Bridges, Carleton Carpenter.

Eagle Lion Classics

(1949-50 releases from 001 up)

(1950-51 releases from 201 up)

BLUE LAMP, THE—MD—Jack Warner, Jimmy Hanley, Gwynne Whitby—Good British meller—84m.—see Jan. 31 issue—(English-made)—(016).
BORDER OUTLAWS—W—Spade Cooley, Maria Hart, Bill Edwards—Routine western—58m.—see Dec. 6 issue—(260).
CATTLE QUEEN—W—Maria Hart, Drake Smith, William Fawcett—Routine western—69m.—see Feb. 14 issue.
CIRCLE OF DANGER—D—Ray Milland, Patricia Roc, Marius Goring—Name draw will have to make the difference—86m.—see Mar. 28 issue—(English-made)—(207).
GOLDEN SALAMANDER—MD—Trevor Howard, Anouk, Herbert Lom—Interesting import has appeal for class, art spots—96m.—see Dec. 6 issue—(English-made)—(Made in North Africa)—(271).
I KILLED GERONIMO—W—James Ellison, Virginia Herrick, Chief Thundercloud—Good Indian war thriller for the duallers—61m.—see Oct. 25 issue—(071).
KANGAROO KID, THE—W—Jack O'Mahoney, Guy Doleman, Veda Ann Borg—For the lower half—73m.—see Oct. 11 issue—(Australian-made)—(037).
KOREA PATROL—DOCMD—Richard Emory, Bensan Fong, Teri Duna—Timely exploitation entry has the angles—57m.—see Dec. 20 issue—(211).
LONG DARK HALL, THE—MYMD—Rex Harrison, Lilli Palmer, Tanla Held—Import has restricted appeal—88m.—see Mar. 14 issue—(English-made).
MISTER UNIVERSE—F—Jack Carson, Janis Paige, Bert Lahr, Robert Alda—Satire on wrestling racket packs plenty of laughs—90m.—see Jan. 17 issue—(208).
MY BROTHER, THE OUTLAW (My Outlaw Brother)—W—Mickey Rooney, Wanda Hendrix, Robert Preston—Names should help interesting programmer—82m.—see Feb. 14 issue—(Made in Mexico)—(209).
MY OUTLAW BROTHER—see My Brother The Outlaw.
ONE MINUTE TO TWELVE—D—Lars Hanson, Gunnel Brostrom, Anna Lindahl—Intriguing import may have appeal for some art spots—78m.—see Jan. 17 issue—(Swedish-made)—(English dubbing)—(203).

PAPER GALLOWES—MD—Dermot Walsh, Rona Anderson, John Bentley—Average import for the lower half—68m.—see Nov. 22 issue—(English-made)—(272).

PREHISTORIC WOMEN—NOV—Laurette Luez, Allan Nixon, Mara Lynn—Novelty has loads of exploitation angles—74m.—see Dec. 20 issue—Leg.: B—(Cinecolor)—(205).

ROGUE RIVER—OMD—Rory Calhoun, Peter Graves, Elyse Marshall—Okeh program meller for the duallers—82m.—see Dec. 6 issue—Leg.: B—(Cinecolor)—(201).

SCOTT OF THE ANTARCTIC—AD—John Mills, Derek Bond, Harold Warrender—Adventure drama will have most appeal for the art and class houses—102m.—see Apr. 13, '49 issue—(English-made)—(Rank)—(Technicolor).

SECOND FACE, THE—D—Ella Raines, Bruce Bennett, Rita Johnson—Dramatic entry will fit into the duallers—77m.—see Dec. 20 issue—Leg.: B—(204).

SKIPALONG ROSENBLOOM—NOVW—Maxie Rosenbloom, Max Baer, Hillary Brooke—Novelty has plenty of selling angles—72½m.—see Feb. 28 issue—(213).

SO LONG AT THE FAIR—D—Jean Simmons, Dirk Bogarde, David Tomlinson—Interesting import for the art, class spots—85m.—see Jan. 31 issue—(English-made)—(270).

SUN SETS AT DAWN, THE—Sally Parr, Philip Shawn, duallers—72m.—see Nov. 22 issue—(212).

Walter Reed—interesting dramatic entry for the

TAMING OF DOROTHY, THE—F—Jean Kent, Robert Beatty, Margaret Rutherford—Pleasing import for the lower half—75m.—see Dec. 6 issue—Leg.: B—(Made in Italy)—(273).

THEY WERE NOT DIVIDED—D—Edward Underdown, Ralph Clanton, Helen Cherry—British import will have appeal only for a few spots—90m.—see Mar. 14 issue—(English-made).

TIMBER FURY—ACD—David Bruce, Laura Lee, Nicola Di Bruno—Routine dualler—63m.—see Aug. 2 issue—(266).

TWO LOST WORLDS—AD—Laura Elliott, Jim Arness, Gloria Petroff—Exploitable adventure yarn for the duallers—65m.—see Dec. 6 issue—(202).

WHEN I GROW UP—D—Bobby Driscoll, Robert Preston, Martha Scott—Drama of child's problems will fit into the duallers—90m.—see Apr. 11 issue.

WICKED CITY, THE—MD—Maria Montez, Jean-Pierre Aumont, Lilli Palmer—Mediocre import—75m.—see Dec. 20 issue—(French-made)—(206).

TO BE REVIEWED OR IN PRODUCTION

BADMAN'S GOLD—Johnny Carpenter, Alyn Lockwood, Troy Tarell.

CAIRO ROAD—E. Portman—(English-made).

HOODLUM, THE—Laurence Tierney, Allene Roberts, Edward Tierney.

NAUGHTY ARLETTE—Mai Zetterling, Hugh Williams, Paul Dupuis—Leg.: B—(English-made)—(86m.)—(274).

OLIVER TWIST—Robert Newton, Alec Guinness, Kay Walsh—(English-made)—(B2B).

VOLCANO—Anna Magnani, Geraldine Brooks—Leg.: B—(Italian-made)—(210).

TWO GUYS AND A GAL—Janis Paige, Robert Alda.

WHITE ROAD, THE—Glenn Ford, Geraldine Brooks—(Made in France).

Hallmark

ONE TOO MANY—D—Ruth Warrick, Richard Travis, Ginger Prince—Exploitation film is packed with selling angles—105m.—see Dec. 20 issue.

TO BE REVIEWED OR IN PRODUCTION

SECRETS OF BEAUTY—Julie Bishop, Richard Denning, Ern Westmore.

SHE SHOULD SAID NO—Lila Leeds, Alan Baxter, Lyle Talbot—85m.

Lippert

(SCREEN GUILD)

(1949-50 releases from 4901 up)

(1950-51 releases from 5001 up)

BANDIT QUEEN—MD—Barbara Britton, Barton MacLane, Willard Parker—Good meller for the duallers—69m.—see Dec. 20 issue—(5011).

BORDER RANGERS—W—Don Barry, Robert Lowery, Pamela Blake—Routine western—57m.—see Oct. 11 issue—(4933).

DANGER ZONE—MD—Hugh Beaumont, Edward Brophy, Pamela Blake—For the lower half—56m.—see May 9 issue—(5017).

FINGERPRINTS DON'T LIE—MD—Richard Travis, Sheila Ryan, Sid Melton—For the lower half—54m.—see Mar. 14 issue—(5015).

GUNFIRE—W—Don Barry, Pamela Blake, Robert Lowery—Routine western—59m.—see Nov. 8 issue—(4932).

HOLIDAY RHYTHM—CMU—Mary Beth Hughes, David Street, Wally Vernon—Pleasing musical for the lower half—60, 70m.—see Oct. 25 issue—(4911).

MASK OF THE DRAGON—MYD—Richard Travis, Sheila Ryan, Sid Melton—For the lower half—54m.—see Mar. 28 issue—(5013).

STEEL HELMET, THE—D—Robert Hutton, Steve Brodie, James Edwards, Gene Evans—Exploitation show is packed with selling angles—86m.—see Jan. 17 issue—(5009).

STOP THAT CAB—C—Sid Melton, Iris Adrian, Tom Neal—For the lower half—56m.—see Apr. 25 issue—(5014).

3 DESPERATE MEN—WMD—Preston Foster, Jim Davis, Virginia Grey—Familiar western melodrama will fit into the duallers—71m.—see Jan. 31 issue—(5006).

TRAIN TO TOMBSTONE—W—Don Barry, Robert Lowery, Judith Allen—Routine western—57m.—see Dec. 6 issue—(4934).

TO BE REVIEWED OR IN PRODUCTION

G.I. JANE—Jean Porter, Tom Neal, Iris Adrian.

KENTUCKY JUBILEE—Jerry Colonna, Jean Porter, James Ellison—(5007).

LITTLE BIG HORN—John Ireland, Lloyd Bridges, Marle Windsor—(5003).

LOST CONTINENT—Cesar Romero, Hillary Brooke, Chick Chandler.

PIER 23—Hugh Beaumont, Ann Savage, Edward Brophy—(5018).

ROARING CITY—Hugh Beaumont, Richard Travis, Joan Valerie—(5016).

SAVAGE DRUMS—Sabu, Lita Baron, Sid Melton.

THAT'S SHOW BUSINESS—Jimmy Mulcahy, Mildred Mulcahy, Paul Gordon.

YES SIR, MR. BONES—Flournoy Miller, Jimmy O'Brien, Monette Moore.

Metro

(1949-50 releases from 1 up)

(1950-51 releases from 101 up)

CAUSE FOR ALARM—D—Loretta Young, Barry Sullivan, Bruce Cowling—Interesting programmer—73m.—see Jan. 31 issue—(11B).

FATHER'S LITTLE DIVIDEND—C—Spencer Tracy, Joan Bennett, Elizabeth Taylor—Good comedy—81m.—see Feb. 28 issue—(124).

GO FOR BROKE—MD—Van Johnson, Lane Nakano, George Miki—High rating—92m.—see Mar. 28 issue.

GREAT CARUSO, THE—DMU—Mario Lanza, Ann Blyth, Jarmila Novotna—High rating—109m.—see Apr. 25 issue—(Technicolor)—(127).

GROUNDS FOR MARRIAGE—C—Van Johnson, Kathryn Grayson, Paula Raymond—Pleasing comedy—91m.—see Dec. 20 issue—Leg.: B—(114).

INSIDE STRAIGHT—MD—David Brian, Arlene Dahl, Barry Sullivan, Mercedes McCambridge—Names should help interesting melodrama—87m.—see Mar. 14 issue—Leg.: B—(123).

KIM—HISTD—Errol Flynn, Dean Stockwell, Laurette Luez—Picturization of classic is crammed with merchandising angles—113m.—see Dec. 20 issue—(Technicolor)—(Made in India)—(1B5).

MAGNIFICENT YANKEE, THE—BID—Louis Calhern, Ann Harding, Edward Franz—High rating—88m.—see Nov. 22 issue—(116).

METRO-GOLDWYN-MAYER STORY, THE—COMP—All star cast—Free MGM feature trailer should hold interest—56m.—see Mar. 14 issue—(Partly Technicolor)—(145).

MINIVER STORY, THE—MD—Greer Garson, Walter Pidgeon, John Hodiak—Names should help women's show—104m.—see Oct. 11 issue—Leg.: B—(Made in England)—(106).

MRS. O'MALLEY AND MR. MALONE—C—Marjorie Main, James Whitmore, Ann Dvorak—Pleasing comedy for the duallers—69m.—see Nov. 8 issue—Leg.: B—(111).

PAGAN LOVE SONG—CDMU—Esther Williams, Howard Keel, Minna Gombell—Star draw should help pleasing entry—76m.—see Jan. 3 issue—(Technicolor)—(112).

PAINTED HILLS, THE—OMD—Lassie, Paul Kelly, Bruce Cowling—Good for small town, family trade—68m.—see Mar. 28 issue—(Technicolor)—(125).

ROYAL WEDDING—MUC—Fred Astaire, Jane Powell, Peter Lawford—High rating—92m.—see Feb. 14 issue—(Technicolor)—(121).

SOLDIERS THREE—CD—Stewart Granger, Walter Pidgeon, David Niven, Greta Gynt—Names will make the difference—92m.—see Mar. 28 issue—(126).

TERESA—D—Pier Angeli, John Ericson, Patricia Colline—Sensitive, interesting drama should have most appeal for class spots—105m.—see Feb. 28 issue—(Partly made in Italy).

THREE GUYS NAMED MIKE—CD—Jane Wyman, Van Johnson, Howard Keel, Barry Sullivan—Pleasing comedy—90m.—see Feb. 14 issue—(119).

TO PLEASE A LADY—ACD—Clark Gable, Barbara Stanwyck, Adolphe Menjou—Fair drama will have to depend on name draw—92m.—see Oct. 11 issue—(105).

TWO WEEKS WITH LOVE—CMU—Jane Powell, Ricardo Montalban, Louis Calhern, Ann Harding—Pleasing musical—92m.—see Oct. 25 issue—(Technicolor)—(10B).

VENGEANCE . . . VALLEY—WMD—Burt Lancaster, Robert Walker, Joanne Dru—Good western melodrama—82m.—see Feb. 14 issue—(Technicolor)—(117).

WATCH THE BIRDIE—F—Red Skelton, Arlene Dahl, Ann Miller—Mild Skelton for the duallers—71m.—see Dec. 6 issue—(113).

TO BE REVIEWED OR IN PRODUCTION

ACROSS THE WIDE MISSOURI—Clark Gable, Maria Elena Marques, John Hodiak, Ricardo Montalban, Adolphe Menjou—(Technicolor).

AMERICAN IN PARIS, AN—Gene Kelly, Leslie Caron, Oscar Levant—(Technicolor)—(122).

ANGEL AND THE PIRATES, THE—Paul Douglas, Janet Leigh, Jonathan Cott.

BANNER LINE—Sally Forrest, Keefe Brasselle, Lionel Barrymore.

BIG APPLE, THE—Lana Turner, Robert Taylor, Van Johnson.

CALLING BULLDOG DRUMMOND—Walter Pidgeon, Margaret Leighton, Robert Beatty—(Made in England).

EXCUSE MY DUST—Red Skelton, Macdonald Carey, Sally Forrest—(Technicolor).

HOMETOWN STORY—Jeffrey Lynn, Marjorie Reynolds, Kenny McEvoy—61m.

IT'S A BIG COUNTRY—Ethel Barrymore, Van Johnson, Fredric March, William Powell.

KIND LADY—Ethel Barrymore, Maurice Evans, Angela Lansbury.

LAW AND LADY LOVERLY, THE—Greer Garson, Michael Wilding, Marjorie Main.

LIGHT TOUCH, THE—Stewart Granger, Pier Angeli, George Sanders—(Made in Italy).

LOVE IS BETTER THAN EVER—Elizabeth Taylor, Larry Parks, Josephine Hutchinson.

MR. IMPERIUM—Lana Turner, Ezio Pinza, Marjorie Main, Sir Cedric Hardwicke—(Technicolor).

NO QUESTIONS ASKED—Barry Sullivan, Arlene Dahl, George Murphy.

NORTH COUNTRY, THE—Stewart Granger, Wendell Corey—(Anscolor).

PANDORA AND THE FLYING DUTCHMAN—Ava Gardner, James Mason, Nigel Patrick—123m.—Leg.: B—(Technicolor)—(Made in Europe).

PEOPLE AGAINST O'HARA, THE—Spencer Tracy, Pat O'Brien, Diana Lynn.

PEOPLE WE LOVE, THE—Ray Milland, John Hodiak, Nancy Davis.

PLYMOUTH ADVENTURE—Spencer Tracy, Deborah Kerr, Van Johnson.

QUO VADIS—Robert Taylor, Deborah Kerr, Lee Gurn—(Technicolor)—(Made in Italy).

RAIN, RAIN GO AWAY—James Whitmore, Nancy Davis, Jean Hagen.

RED BADGE OF COURAGE, THE—Audie Murphy, Bill Mauldin, Royal Dano—(121).

RICH, YOUNG AND PRETTY—Jane Powell, Vic Damone, Danielle Darrieux—(Technicolor).

SHOWBOAT—Kathryn Grayson, Howard Keel, Ava Gardner, Joe E. Brown—(Technicolor).

STRICTLY DISHONORABLE—Ezio Pinza, Janet Leigh, Millard Mitchell.

STRIP, THE—Mickey Rooney, Sally Forrest, James Craig.

TALL TARGET, THE—Dick Powell, Paula Raymond, Adolphe Menjou.

TEXAS CARNIVAL—Esther Williams, Red Skelton, Howard Keel—(Technicolor).

THEY ALL SING—Mario Lanza, Frank Sinatra, Mickey Rooney, Jimmy Durante.

THIN KNIFE, THE—Walter Pidgeon, Ann Harding, Lewis Stone.

TOO YOUNG TO KISS—June Allyson, Van Johnson, Kathryn Givney.

WESTWARD THE WOMEN—Robert Taylor, Denise Darcel, Hope Emerson.

Monogram

(1949-50 releases from 4901 up)

(1950-51 releases from 5001 up)

ABILENE TRAIL—W—Whip Wilson, Andy Clyde, Neol Neill—Average Wilson—64m.—see Feb. 14 issue—(4946).

BIG TIMBER—MD—Roddy McDowall, Jeff Donnell, Lyn Thomas—For the duallers—73m.—see Oct. 25 issue—(4908).

BLUE BLOOD—MD—Bill Williams, Jane Nigh, Arthur Shields—Good horse racing yarn for neighborhood and family audiences—72m.—see Jan. 31 issue—(Cinecolor)—(4904).

BLUES BUSTERS—CMU—Leo Gorcey, Huntz Hall, Adele Jergens—Better series entry for the duallers—67m.—see Nov. 8 issue—(4916).

BOWERY BATTALION—CMD—Leo Gorcey, Huntz Hall, Virginia Hewitt—Amusing series entry—68m.—see Jan. 17 issue—(5111).

CALL OF THE KLONDIKE—MD—Kirby Grant, Chinook, Anne Gwynne—Okeh programmer for the lower half—66m.—see Dec. 20 issue—(4920).

CHEROKEE UPRISING—W—Whip Wilson, Andy Clyde, Lois Hall—Standard Whip Wilson—57m.—see Nov. 8 issue—(4944).

COLORADO AMBUSH—W—Johnny Mack Brown, Myron Healey, Lois Hall—Okeh western—52m.—see Jan. 31 issue—(4955).

FATHER'S WILD GAME—CD—Raymond Walburn, Walter Catlett, Jane Darwell—Satisfactory series entry—61m.—see Dec. 6 issue—(5125).

GYPSY FURY—COSD—Viveca Lindfors, Christopher Kent, Johnny Chambo—Interesting import—94m.—see Feb. 14 issue—Leg.: B—(Made in Sweden)—(English dialogue)—(5192).

HIDDEN CITY, THE—AD—Johnny Sheffield, Sue England, Paul Guilfoyle—Okeh "Bomba" entry for the lower half—71m.—see Oct. 25 issue—(4906).

HOT ROD—MD—James Lydon, Gloria Winters, Gil Stratton—Okeh action for the duallers—61m.—see Oct. 25 issue—(4918).

JOE PALOOKA IN THE SQUARED CIRCLE—CMD—Joe Kirkwood, Jr., James Gleason, Lois Hall—Okeh series entry—63m.—see Nov. 22 issue—(5117).

LAW OF THE PANHANDLE—W—Johnny Mack Brown, Jane Adams, Riley Hill—Okeh western—55m.—see Oct. 11 issue—(4953).

LION HUNTERS, THE—AD—Johnny Sheffield, Morris Ankrum, Ann Todd—For the lower half—72m.—see Apr. 11 issue—(5109).

MAN FROM SONORA—W—Johnny Mack Brown, House Peters, Jr., Phyllis Coates—Above average for the series—54m.—see Apr. 25 issue—(5141).

NAVY BOUND—ACD—Tom Neal, Wendy Waldron, Regis Toomey—Good lower half entry—60m.—see Mar. 14 issue—(5120).

OUTLAWS OF TEXAS—W—Whip Wilson, Andy Clyde, Phyllis Coates—Series average—56m.—see Dec. 20 issue—(4945).

OVER THE BORDER—W—Johnny Mack Brown, Wendy Waldron, Myron Healey—Good series entry—57½m.—see May 24 issue—(4952).

OUTLAW GOLD—W—Johnny Mack Brown, Jane Adams, Myron Healey—Okeh western—51m.—see Dec. 6 issue—(4954).

RHYTHM INN—CMU—Jane Frazee, Kirby Grant, Charles Smith—Amusing programmer for the lower half—73m.—see Feb. 14 issue—(5115).

SIERRA PASSAGE—OMD—Wayne Morris, Lola Albright, Alan Hale, Jr.—Interesting outdoor melodrama—81½m.—see Jan. 3 issue—Leg.: B—(5107).

VICIOUS YEARS, THE—D—Tommy Cook, Gar Moore, Sybil Merritt—Neat drama for the lower half—79m.—see Mar. 1 issue—(Originally distributed by Film Classics)—(5191).

TO BE REVIEWED OR IN PRODUCTION

ACCORDING TO MRS. HOYLE—Spring Byington, Tani Chandler, Stephen Chase—(5122).

BLAZING BULLETS—Johnny Mack Brown, Lois Hall, Myron Healey—(5142).

CANYON RAIDERS—Whip Wilson, Fuzzy Knight, Phyllis Coates—(5151).

CASA MANANA—Robert Clarke, Virginia Welles, Carol Brewster.

CAVALRY SCOUT—Rod Cameron, Jim Davis, Audrey Long—(Cinecolor)—(5101).

FATHER TAKES THE AIR—Raymond Walburn, M'liss McClure, Gary Gray.

GHOST CHASERS—Leo Gorcey, Huntz Hall, Jan Kayne—(5112).

MONTANA DESPERADO—Johnny Mack Brown.

NEVADA BADMEN—Whip Wilson, Fuzzy Knight, Phyllis Coates—(5152).

YUKON MANHUNT—Kirby Grant, Gail Davis, Chinook.

Paramount

(1949-50 releases from 4901 up)
(1950-51 releases from 5001 up)

APPOINTMENT WITH DANGER—MD—Alan Ladd, Phyllis Calvert, Paul Stewart—Good Ladd—90m.—see Apr. 25 issue—(5019).
AT WAR WITH THE ARMY—F—Dean Martin, Jerry Lewis, Polly Bergen—Star draw will make the difference—93m.—see Dec. 20 issue—(5014).
BRANDED—OACD—Alan Ladd, Mona Freeman, Charles Bickford—Good outdoor show—94m.—see Dec. 6 issue—(Technicolor)—(5009).
CASSINO TO KOREA—DOC—Narrated by Quentin Reynolds, Sergeant James Logan, Jackson Beck—High grade documentary—58m.—see Oct. 11 issue—(5008).
DEAR BRAT—C—Mona Freeman, Billy DeWolfe, Edward Arnold—Mild comedy for the duallers—82m.—see Apr. 25 issue—(5021).
DEAR WIFE—C—William Holden, Joan Caulfield, Edward Arnold—Pleasing comedy—87m.—see Nov. 9 issue—(4912).
GOLDBERGS, THE (Molly)—C—Gertrude Berg, Phillip Loeb, Eli Mintz—High rating comedy—83m.—see Dec. 6 issue—(5011).
GREAT MISSOURI RAID, THE—WD—Wendell Corey, Macdonald Carey, Ellen Drew—Names should help fast-moving outdoor show—85m.—Leg.: B—see Dec. 6 issue—(Technicolor)—(5013).
LAST OUTPOST, THE—OMD—Ronald Reagan, Rhonda Fleming, Bruce Bennett—Names should help Civil War melodrama—87m.—see Apr. 25 issue—(Technicolor)—(5020).
LEMON DROP KID, THE—C—Bob Hope, Marilyn Maxwell, Lloyd Nolan—Hope starrer should ride into the better money—91m.—see Mar. 28 issue—Leg.: B—(5018).
LET'S DANCE—MU—Betty Hutton, Fred Astaire, Roland Young—Highly entertaining entry should ride into the better grosses—112m.—see Sept. 13 issue—(Technicolor)—(5006).
MATING SEASON, THE—C—Gene Tierney, John Lund, Thelma Ritter—High rating—101m.—see Jan. 17 issue—(5016).
MOLLY—see Goldbergs, The
MR. MUSIC—CMU—Bing Crosby, Nancy Olson, Charles Coburn—Should ride into the better grosses—113m.—see Sept. 13 issue—(5007).
QUEBEC—MD—John Barrymore, Jr., Corinne Calvet, Barbara Rush—Historical spectacle will need plenty of push—85m.—see Mar. 14 issue—Leg.: B—(Made in Canada)—(Technicolor)—(5017).
REDHEAD AND THE COWBOY, THE—OMD—Glenn Ford, Edmond O'Brien, Rhonda Fleming—Names should help interesting outdoor melodrama—82m.—see Dec. 20 issue—(5015).
SAMSON AND DELILAH—HISTD—Hedy Lamarr, Victor Mature, George Sanders—Excellent entertainment—128m.—see Jan. 17 issue—(Technicolor)—(5010).
SEPTEMBER AFFAIR—ROMD—Joan Fontaine, Joseph Cotton, Francoise Rosay—Good romance for the femme trade—104m.—see Oct. 25 issue—Leg.: B—(Partly filmed in Italy)—(5012).
TRIPOLI—AMD—Maureen O'Hara, John Payne, Howard da Silva—Colorful adventure entry has plenty of selling angles—95m.—see Oct. 11 issue—(Technicolor)—(5005).

TO BE REVIEWED OR IN PRODUCTION

AARON SLICK FROM PUNKIN CRICK—Alan Young, Dinah Shore, Robert Merrill—(Technicolor).
ACE IN THE HOLE—Kirk Douglas, Jan Sterling, Porter Hall—112m.—(5023).
CARRIE—Laurence Olivier, Jennifer Jones, Eddie Albert.
COUNTER INTELLIGENCE—Gene Tierney, Ray Milland.
CROSSWINDS—John Payne, Rhonda Fleming, Forrest Tucker—(Technicolor).
DARLING, HOW COULD YOU?—Joan Fontaine, John Lund, Peter Hanson.
DETECTIVE STORY—Kirk Douglas, Eleanor Parker, William Bendix.
EAGLES OF THE NAVY—Alan Ladd, William Bendix.
FLAMING FEATHER—Sterling Hayden, Barbara Rush, Forest Tucker—(Technicolor).
GREATEST SHOW ON EARTH, THE—Betty Hutton, James Stewart, Dorothy Lamour—(Technicolor).
HERE COMES THE GROOM—Bing Crosby, Jane Wyman, Franchot Tone.
MY FAVORITE SPY—Bob Hope, Hedy Lamarr, Arnold Mars.
MY SON JOHN—Helen Hayes, Van Heflin, Robert Walker.
PASSAGE WEST—John Payne, Arleen Whelan, Dennis O'Keefe—(Technicolor)—80m.—(5022).
PEKING EXPRESS—Joseph Cotten, Corinne Calvet, Edmund Gwenn.
PLACE IN THE SUN, A—Montgomery Clift, Elizabeth Taylor, Shelley Winters—(5025).
RAGE OF THE VULTURE—Charles Boyer, Alan Ladd, Deborah Kerr, Corinne Calvet.
RED MOUNTAIN—Alan Ladd, John Ireland, Arthur Kennedy—(Technicolor).
RHUBARB—Ray Milland, Jan Sterling, Gene Lockhart.
SOMETHING TO LIVE FOR—Ray Milland, Teresa Wright, Joan Fontaine.
STOOGES, THE—Dean Martin, Jerry Lewis, Polly Bergen.
SUBMARINE COMMAND—William Holden, Nancy Olson, John Lund.
THAT'S MY BOY—Dean Martin, Jerry Lewis, Polly Bergen—(5026).
WARPATH—Edmond O'Brien, Dean Jagger, Polly Bergen—(Technicolor)—(5024).
WHEN WORLDS COLLIDE—Peter Hanson, John Hoyt, Judith Ames—(Technicolor).

RKO

(1949-50 releases from 001 up)
(1950-51 releases from 101 up)

BEST OF THE BAD MEN—OMD—Robert Ryan, Bruce Cabot, Claire Trevor—Fast-moving outdoor show—83m.—see May 9 issue—(Technicolor).
BOMBARDIER—MD—Pat O'Brien, Randolph Scott, Ann Shirley—Reissue war story has names to sell—99m.—see Dec. 6 issue—(161).

CHINA SKY—MD—Randolph Scott, Ruth Warrick, Ellen Drew—China war meller reissue has possibilities—76m.—see Dec. 6 issue—(162).
COMPANY SHE KEEPS, THE—D—Dennis O'Keefe, Elizabeth Scott, Jane Greer—Fair program drama—81m.—see Jan. 3 issue—(109).
CRY DANGER—MD—Dick Powell, Rhonda Fleming, Dick Erdman—Good melodrama—79m.—see Feb. 14 issue—Leg.: B—(115).
DOUBLE DEAL—MD—Marie Windsor, Richard Denning, Taylor Holmes—For the lower half—64m.—see Jan. 3 issue—(112).
EXPERIMENT ALCATRAZ—MD—John Howard, Joan Dixon, Walter Kingsford—Okeh meller for the lower half—58m.—see Dec. 6 issue—(107).
FOOTLIGHT VARIETIES—COMP—Leon Errol, Jack Paar, Melissa Mason—For the lower half—61m.—see Mar. 28 issue—Leg.: B.
GAMBLING HOUSE—MD—Victor Mature, Terry Moore, William Bendix—Names will help interesting melodrama—80m.—Leg.: B—see Jan. 3 issue—(110).
GUNPLAY—W—Tim Holt, Joan Dixon, Richard Martin—Routine western—61m.—see Apr. 25 issue.
HUNT THE MAN DOWN—MYMD—Gig Young, Lynn Roberts, Mary Anderson—Okeh dualler—68m.—see Jan. 3 issue—(111).
JOAN OF ARC—HISTD—Ingrid Bergman, Jose Ferrer, Francis L. Sullivan—Regular release of roadshow has plenty of selling angles—118m.—see Oct. 25 issue—(Technicolor)—(165).
KON-TIKI—DOC—Thor Heyerdahl, Knut Haugland, Erik Hesselberg—Topflight documentary—73m.—see Mar. 28 issue.
LADY TAKES A CHANCE, THE—AC—Jean Arthur, John Wayne, Charles Winninger—Comedy reissue has names to sell—87m.—see Dec. 6 issue—(164).
LAW OF THE BADLANDS—W—Tim Holt, Joan Dixon, Richard Martin—Above average series entry—60m.—see Jan. 3 issue—(113).
MAD WEDNESDAY—C—Harold Lloyd, Frances Ramsden, Margaret Hamilton—Harold Lloyd starrer will need plenty of push—77m.—see Nov. 8 issue—(166).
MR. LUCKY—CD—Cary Grant, Laraine Day, Charles Bickford—Names should help reissue—100m.—see Dec. 6 issue—(163).
MY FORBIDDEN PAST—D—Ava Gardner, Robert Mitchum, Melvyn Douglas—Mild programmer has name draw to help—79m.—see Mar. 28 issue.
NEVER A DULL MOMENT—C—Irene Dunne, Fred MacMurray, William Demarest—Name draw should help pleasing comedy—89m.—see Nov. 8 issue—(106).
PAYMENT ON DEMAND—D—Bette Davis, Barry Sullivan, Jane Cowl—Good women's show—89m.—see Feb. 28 issue—Leg.: B—(171).
RIO GRANDE PATROL—W—Tim Holt, Jane Nigh, Richard Martin—Below average for the series—60m.—see Nov. 22 issue—(108).
SADDLE LEGION—W—Tim Holt, Richard Martin, Dorothy Malone—Standard outdoor show—60m.—see Mar. 28 issue.
SEALED CARGO—MD—Dona Andrews, Carla Balenda, Claude Rains—Good program melodrama—90m.—see Apr. 25 issue.
TARZAN AND THE AMAZONS—MD—Johnny Weismuller, Brenda Joyce, Johnny Sheffield—Reissue has the angles—76m.—see Dec. 20 issue—(170).
TARZAN AND THE LEOPARD WOMAN—MD—Johnny Weismuller, Brenda Joyce, Johnny Sheffield—Okeh "Tarzan" reissue—72m.—see Dec. 20 issue—(169).
TARZAN'S PERIL—MD—Lex Barker, Virginia Huston, George Macready—Suitable series entry—79m.—see Mar. 28 issue—(172).
THEY GOT ME COVERED—F—Bob Hope, Dorothy Lamour, Lenore Aubert—Re-release has names to help—94m.—see Apr. 11 issue.
THING, THE—AD—Margaret Sheridan, Kenneth Tobey, Robert Cornthwaite—Highly interesting, well-made exploitation entry—86m.—see Apr. 11 issue.
TOKYO FILE 212—MD—Florence Marly, Robert Peyton, Japanese cast—Topical yarn packs plenty of exploitation angles—84m.—see Apr. 25 issue—Leg.: B—(Made in Japan).
UP IN ARMS—CMU—Danny Kaye, Dinah Shore, Dana Andrews—Reissue has names to sell—105m.—see Apr. 11 issue—(Technicolor).
VENDETTA—MD—George Dolenz, Faith Domergue, Nigel Bruce—Interesting meller will depend on the selling 83m.—see Dec. 6 issue—Leg.: B—(167).

TO BE REVIEWED OR IN PRODUCTION

ALICE IN WONDERLAND—Disney cartoon feature—(Technicolor).
ANDROCLES AND THE LION—Jean Simmons, Robert Newton, George Sanders.
BEHAVE YOURSELF—Farley Granger, Shelley Winters, Francis L. Sullivan.
BLACKBEARD THE PIRATE—Robert Mitchum, Faith Domergue, Victor Mature—(Technicolor).
BLUE VEIL, THE—Jane Wyman, Charles Laughton, Robert Newton.
CRACK DOWN—Bill Williams, Robert Armstrong, Frank McHugh.
FLYING LEATHERNECKS—John Wayne, Robert Ryan, Don Taylor—(Technicolor).
HALF-BREED, THE—Robert Young, Janis Carter, Jack Buettel—(Technicolor).
HAPPY GO LOVELY—David Niven, Vera Ellen, Cesar Romero—(Technicolor)—(English-made).
HARD, FAST AND BEAUTIFUL—Claire Trevor, Robert Clarke, Sally Forrest—(114).
HEADING FOR HOLLYWOOD—Leon Errol, Nan Leslie, Steve Brodie.
HIS KIND OF WOMAN—Robert Mitchum, Jane Russell.
HOT LEAD—Tim Holt, Richard Martin, Joan Dixon.
IT'S ONLY MONEY—Jane Russell, Frank Sinatra, Groucho Marx.
JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—(Technicolor).
JUNGLE HEAD HUNTERS—Documentary of an expedition on the Amazon—(Technicolor).
LAS VEGAS STORY, THE—Jane Russell, Victor Mature, Vincent Price.
MAD WITH MUCH HEART—Robert Ryan, Ida Lupino, Ward Bond.

MONTANA BELLE—George Brent, Jane Russell, Scott Brady—(Trucolor).
NARROW MARGIN, THE—Charles McGraw, Jacqueline White, Marie Windsor.
ON THE LOOSE—Joan Evans, Lynn Bari, Melvyn Douglas.
PISTOL HARVEST—Tim Holt, Richard Martin, Joan Dixon.
RACKET, THE—Robert Mitchum, Elizabeth Scott, Robert Ryan.
RANGE WAR—Tim Holt, Noreen Nash, Richard Martin.
ROADBLOCK—Charles McGraw, Joan Dixon, Jean Heydt.
SONS OF THE MUSKETEERS—Cornel Wilde, Maureen O'Hara, June Clayworth—(Technicolor).
TROUBLE IN TEXAS—Tim Holt, Richard Martin, Marjorie Lord.
TWO TICKETS TO BROADWAY—Tony Martin, Janet Leigh, Eddie Bracken—(Technicolor).

Republic

(1949-50 releases from 4901 up)
(1950-51 releases from 5001 up)

BELLE LE GRAND—MD—Vera Ralston, John Carroll, William Ching—Names should help interesting melodrama—91m.—see Feb. 28 issue—(5006).
BUCKAROO SHERIFF OF TEXAS—W—Michael Chaplin, Eilene Janssen, James Bell—Okeh western—55m.—see Jan. 3 issue—(5066).
BULLFIGHTER AND THE LADY—D—Robert Stack, Joy Page, Gilbert Roland—Interesting programmer—89m.—see Apr. 25 issue—(Made in Mexico)—(5009).
CALIFORNIA PASSAGE—OMD—Forrest Tucker, Adele Mara, Jim Davis—Well-made outdoor melodrama—92m.—see Dec. 20 issue—(5005).
CUBAN FIREBALL—C—Estelita Rodriguez, Warren Douglas, Mimi Aguilera—Routine lower half offering—78m.—see Mar. 14 issue—(5007).
DESTINATION BIG HOUSE—MD—Dorothy Patrick, Robert Rockwell, James Lydon—Fair meller for the lower half—60m.—see June 21 issue—(4918).
FIGHTING COAST GUARD—ACD—Forrest Tucker, Ella Raines, Brian Donlevy—Military show has plenty of selling angles—88m.—see May 9 issue.
HEART OF THE ROCKIES—W—Roy Rogers, Penny Edwards, Gordon Jones—Okeh Rogers—67m.—see Apr. 11 issue—(5047).
HIT PARADE OF 1951—CMU—John Carroll, Marle Macdonald, Estelita Rodriguez—Pleasing musical has plenty of selling angles—85m.—see Nov. 8 issue—(5002).
INSURANCE INVESTIGATOR—MYMD—Richard Denning, Audrey Long, John Eldredge—Okeh meller for the lower half—60m.—see Mar. 28 issue—(5026).
JUNGLE STAMPEDE—DOC—George Breakston, Yorke Coplen, native cast—Okeh exploitation entry—60m.—see Aug. 16 issue—Leg.: C—(Made in Africa)—(4922).
MACBETH—D—Orson Welles, Jeanette Nolan, Don O'Hery—Entry for class and art spots merits special attention—85m.—see Oct. 25 issue—(5003).
MISSING WOMEN—MD—Penny Edwards, James Millican, John Gallaudet—Interesting lower half entry—see Mar. 14 issue—(5025).
MISSOURIANS, THE—W—Monte Hale, Paul Hurst, Ray Barcroft—Above average open airer—60m.—see Dec. 6 issue—(4574).
NIGHT RIDERS OF MONTANA—W—Allan "Rocky" Lane, Chubby Johnson, Claudia Barrett—Okeh western—60m.—see Mar. 14 issue—(5029).
NORTH OF THE GREAT DIVIDE—W—Roy Rogers, Penny Edwards, Gordon Jones—Good Rogers—67m.—see Nov. 22 issue—(Trucolor)—(4944).
OHI SUSANNA—OD—Rod Cameron, Adrian Booth, Forrest Tucker—Outdoor show will need plenty of push—91m.—see Mar. 14 issue—(Trucolor)—(5008).
PRIDE OF MARYLAND—OD—Stanley Clements, Peggy Stewart, Frankie Darro—For the lower half—60m.—see Jan. 17 issue—(5023).
PRISONERS IN PETTICOATS—MD—Valentine Perkins, Robert Rockwell, Anthony Caruso—For the lower half—60m.—see Sept. 27 issue—(4929).
REDWOOD FOREST TRAIL—W—Rex Allen, Jeff Donnell, Carl Switzer—Okeh series entry—67m.—see Sept. 27 issue—(4953).
RIO GRANDE—ACMD—John Wayne, Maureen O'Hara, Ben Johnson—High rating western melodrama should ride into the better money—105m.—see Nov. 8 issue—(5004).
ROUGH RIDERS OF DURANGO—W—Allen "Rocky" Lane, Walter Baldwin, Aline Towne—Standard series entry—60m.—see Feb. 14 issue—(5058).
RUSTLERS ON HORSEBACK—W—Allan "Rocky" Lane, Eddy Waller, Claudia Barrett—Above average series entry—60m.—see Nov. 22 issue—(4968).
SAVAGE HORDE, THE—W—William Elliott, Adrian Booth, James Davis—Good open-airer packs plenty of punch—91m.—see July 5 issue—(4917).
SILVER CITY BONANZA—W—Rex Allen, Buddy Ebsen, Mary Ellen Kay—Fair series entry—67m.—see Mar. 14 issue—(5051).
SPOILERS OF THE PLAINS—MUW—Roy Rogers, Penny Edwards, Gordon Jones—Good Rogers—68m.—see Feb. 14 issue—(5041).
SUNSET IN THE WEST—MUW—Roy Rogers, Penny Edwards, Estelita Rodriguez—Above average—67m.—see Oct. 11 issue—(4943).
SURRENDER—D—Vera Ralston, John Carroll, Walter Brennan—Names may help interesting drama—91m.—see Oct. 11 issue—(5001).
THUNDER IN GOD'S COUNTRY—W—Rex Allen, Mary Ellen Kay, Buddy Ebsen—Routine western—67m.—see Apr. 25 issue—(5052).
TRAIL OF ROBIN HOOD—W—Roy Rogers, Penny Edwards, Gordon Jones—Good Rogers—67m.—see Dec. 20 issue—(Trucolor)—(4946).
TRIGGER, JR.—W—Roy Rogers, Dale Evans, Pat Brady—Good Rogers—67m.—see July 19 issue—(Trucolor)—(4945).
UNDER MEXICALI STARS—W—Rex Allen, Dorothy Patrick, Roy Barcroft—Above average Allen—67m.—see Dec. 6 issue—(4954).

TO BE REVIEWED OR IN PRODUCTION

BULLFIGHTER AND THE LADY—Robert Stack, Joy Page, Gilbert Roland—(Made in Mexico)—(5009).

FORT DODGE STAMPEDE—Allan "Rocky" Lane, Mary Ellen Kaye, Chubby Johnson.
FUGITIVE LADY—Janis Paige, Binnie Barnes, Eduardo Ciannelli.
HAVANA ROSE—Estelita Rodriguez, Hugh Herbert, Bill Williams.
HONEYCHILE—Judy Canova, Eddy Foy, Jr., Alan Hale, Jr.
IN OLD AMARILLO—Ray Rogers, Penny Edwards, Pinky Lee.
LADY POSSESSED, A—James Mason, June Havac, Pamela Kellino.
MILLION DOLLAR PURSUIT—Penny Edwards, Stephen Flagg, Grant Withers.
NEW ORLEANS ADVENTURE—Errol Flynn, Micheline Puelle, Vincent Prince, Agnes Moorehead.
RANGERS OF THE GOLDEN SAGE—Michael Chapin, Eilene Janssen, Lucille Barkley.
RODEO KING AND THE SENORITA—Rex Allen, Mary Ellen Kay, Buddy Ebsen.
SECRETS OF MONTE CARLO—Warren Douglas, Lois Hall, June Vincent.
SOUTH OF CALIENTE—Roy Rogers, Dale Evans, Pinky Lee.
UNCLAIMED CARGO—Ross Elliott, Penny Edwards, Rick Vallin.
WELLS FARGO GUNMASTER—Alan "Rocky" Lane, Roy Bancroft, Mary Ellen Kay—(5061).
WINGS ACROSS THE PACIFIC—Wendell Corey, Vera Ralston, Forrest Tucker.

20th Century-Fox

(1950 releases from 001 up;
1951 releases from 101 up)

AMERICAN GUERRILLA IN THE PHILIPPINES—ACD—Tyronne Power, Micheline Puelle, Tom Ewell—Picturization of war book should ride into the better money—105m.—see Nov. 22 issue—(Technicolor)—(032).
BIRD OF PARADISE—ROMD—Louis Jourdan, Debra Paget, Jeff Chandler—Colorful spectacle calls for the utmost in selling attention—100m.—see Mar. 14 issue—Leg.: B—(Made in Hawaii)—(Technicolor)—(109).
CALL ME MISTER—CMU—Betty Grable, Dan Dailey, Danny Thomas—Gaad musical—95m.—see Jan. 31 issue—(Technicolor)—Leg.: B—(104).
FOLLOW THE SUN—CD—Glenn Ford, Anne Baxter, Dennis O'Keefe—Pleasant program—90m.—see Mar. 28 issue—Leg.: B—(112).
FOR HEAVEN'S SAKE—CFAN—Clifton Webb, Joan Bennett, Robert Cummings, Edmund Gwen—Delightful comedy is backed by star strength—92m.—see Dec. 6 issue—Leg.: B—(033).
FOURTEEN HOURS—D—Paul Douglas, Richard Basehart, Barbara Bel Geddes—High rating drama—92m.—see Mar. 14 issue—(114).
HALF ANGEL—C—Loretta Young, Joseph Cotten, Cecil Kellaway—Mild programmer will need benefit of name draw—77m.—see Apr. 11 issue—(Technicolor)—(116).
HALLS OF MONTEZUMA—ACD—Richard Widmark, Walter Palance, Reginald Gardiner—Outstanding war drama—113m.—see Dec. 20 issue—(Technicolor)—(103).
HOUSE ON TELEGRAPH HILL—D—Richard Basehart, Valentina Cortes, William Lundigan—Moderate programmer—93m.—see Mar. 14 issue—Leg.: B—(117).
I CAN GET IT FOR YOU WHOLESALE—D—Susan Hayward, Dan Dailey, George Sanders—Well-made drama has star value to help—90m.—see Mar. 28 issue—(111).
I'D CLIMB THE HIGHEST MOUNTAIN—CD—Susan Hayward, William Lundigan, Rory Calhoun—High rating—88m.—see Jan. 17 issue—(Technicolor)—(105).
I'LL GET BY—CMU—June Haver, William Lundigan, Gloria DeHaven, Harry James—Entertaining musical—82m.—see Oct. 11 issue—(Technicolor)—(027).
JACKPOT, THE—C—James Stewart, Barbara Hale, James Gleason—Highly entertaining comedy—86m.—see Oct. 11 issue—(031).
KEFAUVER CRIME INVESTIGATION, THE—COMP—Movie-tone News subject produced by Edmund Reek—Compilation of crime hearings has plenty of selling angles—52m.—see Apr. 11 issue—(138).
LUCKY NICK CAIN—MD—George Raft, Coleen Gray, Enzo Staiola—Names should help interesting melodrama—87m.—see Feb. 14 issue—(Made in Europe)—(108).
MAN WHO CHEATED HIMSELF, THE—D—Lee J. Cobb, John Dall, Jane Wyatt—Interesting drama has names to help—81m.—see Jan. 3 issue—(102).
MUDLARK, THE—HSD—Irene Dunne, Alec Guinness, Andrew Ray—Impressive historical drama deserves the best selling attention—99m.—see Dec. 6 issue—(Made in England)—(101).
OF MEN AND MUSIC—MUDOC—Artur Rubenstein, Jascha Heifitz, Jan Peerce, Nadine Conner—Interesting musical feature for art and specialty spots—85m.—see Dec. 6 issue—(137).
ON THE RIVIERA—CMU—Danny Kaye, Gene Tierney, Corinne Calvet—High rating—90m.—see Apr. 25 issue—(Technicolor)—(115).
RAWHIDE—WMD—Tyronne Power, Susan Hayward, Hugh Marlowe—Name value will help well-directed outdoor show—86m.—see Mar. 14 issue—(113).
SWORD OF MONTE CRISTO—MD—George Montgomery, Paula Corday, Barry Kroeger—Interesting programmer has the angles—80m.—see Mar. 14 issue—(Supercinecolor)—(106).
13TH LETTER, THE—MY—Linda Darnell, Charles Boyer, Michael Rennie—Suspenseful meller—85m.—see Jan. 31 issue—(Made in Canada)—(107).
TWO FLAGS WEST—ACMD—Joseph Cotten, Linda Darnell, Jeff Chandler—Good outdoor adventure show—92m.—see Oct. 25 issue—(029).
U.S.S. TEAKETTLE (You're In The Navy Now)—C—Gary Cooper, Jane Greer, Millard Mitchell—Naval comedy packs plenty of laughs—93m.—see Mar. 14 issue—(110).
YOU'RE IN THE NAVY NOW—see U.S.S. Teakettle.

TO BE REVIEWED OR IN PRODUCTION

A WAC IN HIS LIFE—William Lundigan, Jeanne Crain, Marilyn Monroe.
ANNE OF THE INDIES—Louis Jourdan, Debra Paget, James Justice—(Technicolor).
AS YOUNG AS YOU FEEL—David Wayne, Thelma Ritter, Monty Woolley—(120).
CHUCK-A-LUCK—Marlene Dietrich, Arthur Kennedy, Mel Ferrer.

DAVID AND BATHSHEBA—Gregory Peck, Susan Hayward, Raymond Massey—(Technicolor).
DAY THE EARTH STOOD STILL, THE—Michael Rennie, Patricia Neal, Billy Gray.
DECISION BEFORE DAWN—Gary Merrill, Richard Basehart, Hildegard Neff—(Made in Germany).
DESERT FOX, THE—James Mason, Desmond Young, Jessica Tandy.
DR. PRAETORIUS STORY, THE—Cary Grant, Joanne Dru, Hugh Marlowe.
FRIENDLY ISLAND—William Lundigan, Gloria DeHaven, Jane Greer—(Technicolor).
FROGMEN, THE—Richard Widmark, Dana Andrews, Gary Merrill—(122).
GUY WHO CAME BACK, THE—Paul Douglas, Joan Bennett, Linda Darnell—(118).
HOUSE ON THE SQUARE, THE—Tyronne Power, Constance Smith—(Made in England)—(Technicolor).
KANGAROO—Peter Lawford, Maureen O'Hara, Finlay Currie—(Made in Australia)—(Technicolor).
MEET ME AFTER THE SHOW—Betty Grable, Rory Calhoun, Macdonald Carey—(Technicolor).
MR. BELVEDERE BLOWS HIS WHISTLE—Clifton Webb, Joanne Dru.
NO HIGHWAY—James Stewart, Glynis Johns, Marlene Dietrich—(Made in England)—(121).
NO ROOM FOR THE GROOM—Fred MacMurray, Eleanor Parker, Richard Carlson.
SECRET OF CONVICT LAKE—Glenn Ford, Gene Tierney, Zachary Scott, Ethel Barrymore.
SKID ROW—Sterling Hayden, Viveca Lindfors, Thomas Mitchell.
TAKE CARE OF MY LITTLE GIRL—Jeanne Crain, Jean Peters, Dale Robertson—93m.—(Technicolor)—(119).

United Artists

CYRANO DE BERGERAC—ROMD—Jose Ferrer, Mala Powers, William Prince—Fine production—112m.—see Nov. 22 issue—(Kramer).
FABIOLA—HISTMD—Michele Morgan, Henri Vidal, Michel Simon—Spectacle of Christianity's early days is packed with selling angles—96m.—see May 9 issue—(Italian-made)—(English dialog)—(Levey).
FIRST LEGION, THE—D—Charles Boyer, William Demarest, Barbara Rush—Well-made drama—86m.—see Apr. 25 issue—(Sirk).
MAN FROM PLANET X, THE—MD—Robert Clarke, Margaret Field, Raymond Bond—Entertaining pseudo-scientific melodrama is packed with exploitation angles—70m.—see Apr. 11 issue—(Corwin).
PROWLER, THE—MD—Van Heflin, Evelyn Keyes, John Maxwell—Adult melodrama will need plenty of push—92m.—see May 9 issue—Leg.: B—(Eagle).
QUEEN FOR A DAY—COMP—Phyllis Avery, Darren McGavin, Rudy Lee—Compilation should benefit from exploitation and air bally—107m.—see Mar. 28 issue—(Stillman).
SCARF, THE—PD—John Ireland, Mercedes McCambridge, James Barton—Intriguing drama has plenty of angles—86m.—see Mar. 28 issue—(Goldsmith-Caspery).
SECOND WOMAN, THE—D—Robert Young, Betsy Drake, John Sutton—Engraving drama—91m.—see Jan. 31 issue—(Popkin).
SOUND OF FURY, THE (Try And Get Me)—MD—Frank Lovejoy, Kathleen Ryan, Richard Carlson—Vivid melodrama offers opportunities for heavy selling—92m.—see Dec. 6 issue—(Stillman).
THREE HUSBANDS—C—Evelyn Williams, Eve Arden, Howard da Silva—Amusing comedy—78m.—see Nov. 8 issue—Leg.: B—(Gloria).
TRY AND GET ME—see Sound Of Fury.

TO BE REVIEWED OR IN PRODUCTION

AFRICAN QUEEN—Humphrey Bogart, Katharine Hepburn—(Technicolor)—(Made in Africa)—(Spiegel).
HE RAN ALL THE WAY—John Garfield, Shelley Winters—77m.—Leg.: B—(Roberts).
MAN WITH MY FACE, THE—Barry Nelson, Lynn Ainsley, Corole Matthews—(Made in Puerto Rico)—75m.—Leg.: B—(Gardner).
NEW MEXICO—Lew Ayres, Marilyn Maxwell, Jeff Corey—(Allen)—76m.—(Anscocolor).
ST. BENNY THE DIP—Dick Haymes, Roland Young, Nina Foch—80m.—(Danzinger).
THREE STEPS NORTH—Lloyd Bridges, Aldo Fabrizi, Leo Padovani—85m.—(Made in Italy)—(Wildier).

Universal-International

(1949-50 releases from 901 up;
1950-51 releases from 101 up)

ABBOTT AND COSTELLO MEET THE INVISIBLE MAN—F—Bud Abbott, Lou Costello, Nancy Guild—Laugh-packed Abbott and Costello should ride into the better money—82m.—see Mar. 14 issue—(116).
AIR CADET—ACD—Stephen McNally, Gail Russell, Alex Nicol—Good action drama has plenty of selling angles—94m.—see Feb. 28 issue—(115).
APACHE DRUMS—W—Stephen McNally, Coleen Gray, Willard Parker—Good outdoor show—75m.—see Apr. 25 issue—(Technicolor)—(123).
BEDTIME FOR BONZO—C—Ronald Reagan, Diana Lynn, Walter Slezak—Highly amusing—83m.—see Jan. 31 issue—(112).
DEPORTED—MD—Marta Toren, Jeff Chandler, Claude Dauphin—Interesting meller—89m.—see Oct. 25 issue—(103).
DOUBLE CROSSBONES—CMU—Donald O'Connor, Helena Carter, Will Geer—Entertaining program—75½m.—see Dec. 20 issue—(Technicolor)—(119).
FAT MAN, THE—MYMD—J. Scott Smart, Julie London, Rock Hudson—Picturization of popular radio show is akeh for the duallers—77m.—see Apr. 11 issue—(120).
FRENCHIE—OD—Joel McCrea, Shelley Winters, Paul Kelly—Name draw should help outdoor drama—81m.—see Dec. 6 issue—(Technicolor)—(108).
GROOM WORE SPURS, THE—C—Ginger Rogers, Jack Carson, Joan Davis—Amusing comedy—81m.—see Feb. 14 issue—(114).
HAMLET—D—Laurence Olivier, Eileen Herlie, Basil Sydney—Regular release of roadshow offers distinct possibilities for many houses—153m.—see Oct. 25 issue—(English-made)—(101).

HARVEY—CD—James Stewart, Josephine Hull, Peggy Dow—High rating—104m.—see Oct. 25 issue—(107).
KANSAS RAIDERS—W—Audie Murphy, Brian Donlevy, Marguerite Chapman—Satisfactory outdoor action show—80m.—see Dec. 6 issue—(Technicolor)—(104).
KATIE DID IT—C—Ann Blyth, Mark Stevens, Cecil Kellaway—Amusing programmer—81m.—see Apr. 11 issue—(122).
LITTLE BALLERINA—DMU—Yvonne Marsh, Marion Chapman, Doreen Richards—Import may have appeal to some art spots—60m.—see Mar. 28 issue—(English-made)—(182).
MA AND PA KETTLE BACK ON THE FARM—F—Percy Kilbride, Marjorie Main, Richard Long—Series entry should have usual appeal—81m.—see Mar. 28 issue—(117).
MAGNET, THE—CD—Stephen Murray, Kay Walsh, William Fox—Import has good selling angles—78m.—see Mar. 14 issue—(English-made)—(181).
MILKMAN, THE—FMU—Donald O'Connor, Jimmy Durante, Piper Laurie—Pleasing comedy with music—87m.—see Oct. 11 issue—(102).
MYSTERY SUBMARINE—MD—Macdonald Carey, Marta Toren, Robert Douglas—Fair program—77½m.—see Dec. 20 issue—(106).
OPERATION DISASTER—D—John Mills, Helen Cherry, Richard Attenborough—Interesting import—100m.—see Jan. 17 issue—(British-made)—(113).
PRELUDE TO FAME—D—Guy Rolfe, Kathleen Byron, Kathleen Ryan—Interesting import for the art and specialty spots—84½m.—see Nov. 22 issue—(English-made).
SADDLE TRAMP—W—Joel McCrea, Wanda Hendrix, John Russell—Name draw should be a strong factor—77m.—see Aug. 30 issue—(Technicolor)—(928).
SMUGGLER'S ISLAND—MD—Jeff Chandler, Evelyn Keyes, Philip Friend—Fair programmer—75m.—see Apr. 25 issue—Leg.: B—(Technicolor)—(121).
TALES OF THE WEST (No. 2)—MUW—Tex Williams, Shirlee Allard, Smokey Rogers—(Two-story feature comprising "Fargo Phantom" and "Coyote Canyon")—Okeh compilation of two musical westerns—49m.—see Oct. 25 issue—(5102).
TALES OF THE WEST (No. 3)—MUW—Tex Williams, Smokey Rogers, Deuce Spriggins—(Two-story feature comprising "Rustlers' Ransom" and "Gold Strike")—Okeh compilation of two musical westerns—53m.—see Dec. 20 issue—(5103).
TALES OF THE WEST (No. 4)—MUW—Tex Williams, Deuce Spriggins, Donna Martel—(Two-story feature comprising "Western Courage" and "Ready To Ride")—Okeh compilation of two musical westerns—54m.—see Jan. 17 issue—(5104).
TARGET UNKNOWN—MD—Mark Stevens, Alex Nicol, Robert Douglas—Interesting war meller—90m.—see Jan. 31 issue—(111).
TOMAHAWK—WMD—Van Heflin, Yvonne De Carlo, Preston Foster—Above average outdoor show—82m.—see Jan. 17 issue—(Technicolor)—(110).
UNDER THE GUN—MD—Richard Conte, Audrey Totter, John McIntire—Interesting programmer—83m.—see Dec. 20 issue—(109).
UNDERCOVER GIRL—MD—Alexis Smith, Scott Brady, Richard Egan—Gaad program melodrama—82m.—see Nov. 8 issue—(105).
UP FRONT—C—David Wayne, Tom Ewell, Marina Berti—Gaad war comedy is filled with merchandising angles—90m.—see Mar. 14 issue—(118).
WOMAN ON THE RUN—MD—Ann Sheridan, Dennis O'Keefe, Ross Elliott—Fair meller will have to benefit from name draw—77m.—see Oct. 11 issue—(932).
WYOMING MAIL—WMD—Stephen McNally, Alexis Smith, Howard da Silva—Good outdoor show—86m.—see Oct. 11 issue—(Technicolor)—(931).

TO BE REVIEWED OR IN PRODUCTION

BRIGHT VICTORY—Arthur Kennedy, Peggy Dow, Richard Egan.
BROWNING VERSION, THE—Michael Redgrave, Jean Kent—(English-made).
CATTLE DRIVE—Joel McCrea, Dean Stockwell, Chill Wills—(Technicolor).
CAVE, THE—Macdonald Carey, Alexis Smith, Victor Jory—(Technicolor).
COMIN' ROUND THE MOUNTAIN—Bud Abbott, Lou Costello, Dorothy Shay.
FIDDLER'S GREEN—Shelley Winters, Richard Conte, Stephen McNally.
FRANCIS GOES TO THE RACES—Donald O'Connor, Piper Laurie, Jesse White—(125).
GOLDEN HORDE, THE—David Farrar, Ann Blyth, Peggy Castle—(Technicolor).
HOLLYWOOD STORY, THE—Richard Conte, Julia Adams, Henry Hull—(124).
IRON MAN, THE—Stephen McNally, Jeff Chandler, Evelyn Keyes.
LADY PAYS OFF, THE—Linda Darnell, Stephen McNally, Virginia Field.
PRINCE WHO WAS A THIEF, THE—Anthony Curtis, Piper Laurie—(Technicolor)—(126).

Warners

(1949-50 releases from 901 up)

(1950-51 releases from 001 up)

BREAKING POINT, THE—MD—John Garfield, Patricia Neal, Phyllis Thaxter—Names should help fair melodrama—97m.—see Sept. 13 issue—Leg.: B—(005).
BREAKTHROUGH—MD—David Brian, John Agar, Frank Lovejoy, Suzanne Dalbert—Absorbing war drama offers selling opportunities—91m.—see Nov. 8 issue—(010).
DALLAS—W—Gary Cooper, Ruth Roman, Steve Cochran—Gaad western—94m.—see Dec. 6 issue—(Technicolor)—(011).
DODGE CITY—MD—Errol Flynn, Olivia DeHavilland, Alan Hale, Ann Sheridan—Names should help reissue—104m.—see Mar. 28 issue—(017).
ENFORCER, THE—MD—Humphrey Bogart, Roy Roberts, Ted DeCortia—Gaad melodrama—87m.—see Jan. 31 issue—(015).
GOODBYE, MY FANCY—D—Joan Crawford, Robert Young, Frank Lovejoy—Overlong romantic drama has names to sell—107m.—see Apr. 11 issue—(024).

HIGHWAY 301—MD—Steve Cochran, Virginia Grey, Gaby Andre—Fast moving action meller will fit into the duallers—83m.—see Dec. 6 issue—Leg.: B—(012).

I WAS A COMMUNIST FOR THE F.B.I.—MD—Frank Lovejoy, Dorothy Hart, James Millican—Topical melodrama has plenty of selling angles—82m.—see May 9 issue—(023).

LIGHTNING STRIKES TWICE—MYD—Richard Todd, Ruth Roman, Mercedes McCambridge, Zachary Scott—Good suspense show—91m.—see Feb. 28 issue—(019).

LULLABY OF BROADWAY—CMU—Doris Day, Gene Nelson, Billy DeWolfe—Entertaining musical—92m.—see Mar. 28 issue—(Technicolor)—(020).

ONLY THE VALIANT—OMD—Gregory Peck, Barbara Peyton, Ward Bond—Name draw should help well-made outdoor show—105m.—see Mar. 14 issue—(022).

OPERATION PACIFIC—MD—John Wayne, Patricia Neal, Ward Bond—Naval thriller should ride into the better grasses—109m.—see Jan. 17 issue—Leg.: B—(013).

RATON PASS—WMD—Dennis Morgan, Patricia Neal, Steve Cochran—Names will make the difference—84m.—see Feb. 28 issue—(021).

ROCKY MOUNTAIN—ACD—Errol Flynn, Patrice Wymore, Scott Forbes—Good outdoor show—83m.—see Oct. 11 issue—(008).

STORM WARNING—D—Ginger Rogers, Ronald Reagan, Doris Day—Powerful dramatic offering—91m.—see Dec. 20 issue—(014).

SUGARFOOT—W—Randolph Scott, Adele Jergens, Raymond Massey—Western has names to sell—80m.—see Jan. 31 issue—(Technicolor)—(016).

VIRGINIA CITY—MD—Errol Flynn, Miriam Hopkins, Randolph Scott, Humphrey Bogart—Reissue has names to help—121m.—see Mar. 28 issue—(018).

WEST POINT STORY, THE—MUCD—James Cagney, Virginia Mayo, Doris Day—Pleasing entertainment has the angles for the selling—107m.—see Nov. 22 issue—(009).

TO BE REVIEWED OR IN PRODUCTION

ALONG THE GREAT DIVIDE—Kirk Douglas, Virginia Mayo, Walter Brennan—88m.

BABY FORT MIDGE—A—Gene Tierney, Ray Milland, Fay Bainter.

CAPTAIN HORATIO HORNBLOWER—Gregory Peck, Virginia Mayo, Ingeborg Wells—(Made in England)—(Technicolor).

DISTANT DRUMS—Gary Cooper, Mari Aldon, Ray Teal—(Technicolor).

FORCE OF ARMS—William Holden, Nancy Olson, Frank Lovejoy.

FORT WORTH—Randolph Scott, David Brian Phyllis Thaxter—(Technicolor).

GOLDDIGGERS OF LAS VEGAS—Virginia Mayo, Dennis Morgan, Lucille Norman—(Technicolor).

HIDDEN IN MY HEART—Gary Cooper, Patricia Neal.

INSIDE THE WALLS OF FOLSOM PRISON—David Brian, Steve Cochran, Dorothy Hart—87m.

JIM THORPE, ALL AMERICAN—Burt Lancaster, Charles Bickford, Phyllis Thaxter.

NORTH OF THE RIO GRANDE—Joel McCrea, Virginia Mayo, Dorothy Malone.

ON MOONLIGHT BAY—Doris Day, Gordon MacRae, Jack Smith—(Technicolor).

POLITICIAN, THE—Joseph Cotten, Patricia Neal.

STREETCAR NAMED DESIRE, A—Vivien Leigh, Marlon Brando, Kim Hunter.

STRANGERS ON A TRAIN—Farley Granger, Ruth Roman, Roland Walker.

TOMORROW IS ANOTHER DAY—Ruth Roman, Steve Cochran, Lurene Tuttle.

Miscellaneous

(Distributors' addresses will be furnished on request).

DALTONS' WOMEN, THE—W—Tom Neal, Pamela Blake, Jack Holt—Exploitable western—76m.—see Apr. 11 issue—(Western Adventure).

HILLS OF IRELAND—TRAV—Commentary by Pat O'Brien, songs by Christopher Lynch—Travelogue has appeal for Irish spots—60m.—see Mar. 28 issue—(In color)—(World Travel).

HOLLYWOOD PEEP SHOW—NOVMU—Gay Dawn, Bobby Faye, Charmaine—Highly exploitable burlesque film—80m.—see Mar. 28 issue—(Roadshow Attractions).

INTERNATIONAL BURLESQUE—SCMU—Betty Rowland, Vince Barnett, Inez Claire—Girlie show has the exploitation angles—80m.—see Nov. 22 issue—(Jewel).

KING OF THE BULLWHIP—W—"Lash" LaRue, Al St. John, Anne Gwynne—Okeh "Lash" LaRue western—60m.—see Dec. 20 issue—(Western Adventure).

MONTICELLO HERE WE COME—NOV—Larry Daniels, Menasha Skulnick, Mary Forest—Mediocre offering has limited appeal—74m.—see Jan. 31 issue—(Yiddish with some English)—(Cinema Service).

SUICIDE ATTACK—COMP—Japanese war films with English narration—Exploitable war compilation—65m.—see Apr. 25 issue—(Florea).

VIENNA ART TREASURES—DOC—Narrated by Basil Rathbone—Good art film—40m.—see Dec. 6 issue—(Kodachrome)—(National Film).

Foreign-Made

(Distributors' addresses will be furnished on request).

ANOTHER SHORE—CD—Robert Beatty, Moira Lister, Stanley Holloway—Quiet British comedy with limited appeal—77m.—see Mar. 14 issue—(English-made)—(Pentagon).

APPOINTMENT WITH CRIME—MD—William Hartnell, Robert Beatty, Joyce Howard—Routine British meller—90m.—see Mar. 28 issue—(English-made)—(Four Continents).

BLUE ANGEL, THE—SCD—Marlene Dietrich, Emil Jannings, Kurt Gerron—Revised import has the angles—97m.—see Dec. 20 issue—Leg.: C—(German-made)—(English titles)—(Classic).

BULLET FOR STEFANO—MD—Valentina Cortese, Rossano Brazzi, Carlo Ninchi—Average import for the art houses—96m.—see Nov. 22 issue—Leg.: C—(Italian-made)—(English titles)—(Lux).

BURIED ALIVE—HISTMD—Milly Vitale, Paul Miller, Evi Maltagliati—Uneven offering for the Italian houses—84m.—see Jan. 17 issue—(Italian-made)—(English titles)—(Casolaro).

CHANCE OF A LIFETIME—D—Basil Radford, Mial McGinnis, Bernard Miles—Highly interesting import—89½m.—see Feb. 14 issue—(English-made)—(Ballantine).

CHRISTINA—HISD—Petra Peters, Wolfgang Lukschky, Tilly Lauenstein—German import might appeal in certain situations—85m.—see Jan. 31 issue—(German-made)—(English titles)—(Central Cinema).

COSSACKS OF THE KUBAN—MUC—Marina Ladynina, Sergei Lukianov, Vladimir Vlododin—Okeh import for the Russian houses—98m.—see Nov. 22 issue—(Russian-made)—(English titles)—(Magnicolor)—(Artkino).

CROSSROADS OF PASSION—MD—Viviane Romance, Valentina Cortese, Clement Duhour—Standard French meller—96m.—see Mar. 28 issue—(French-made)—(English titles)—(Films International).

DANCE OF LIFE—FANMU—Valerie Bettis, Letitia Ide, Jose Limon—Art house entry has limited appeal—40m.—see Mar. 14 issue—(English-made)—(Hyperion).

DISHONORED—HISD—Antonio Vilar, Elli Parvo, Otello Toso—Uneven, lengthy offering is strictly for the Italian houses—100m.—see Dec. 6 issue—(Italian-made)—(English titles)—(Casolaro).

DOCTOR BEWARE—CD—Vittorio DeSica, Anna Magnani, Irasema Dillian—Okeh for the Italian and art houses—92m.—see Mar. 14 issue—(Italian-made)—(English titles)—(Academy).

DREAM BALLERINA—DMU—Violette Verdy, Gabrielle Dorziat, Henri Guisol—Art house attraction has limited appeal—78m.—see Apr. 25 issue—(French-made)—(English titles)—(AFE).

EXCHANGE GIRL—CD—Yolande Donlan, Michael Rennie, Garry Marsh—Pleasing British comedy for the art spots—83m.—see Mar. 28 issue—(English-made)—(Films International).

FACE TO THE WIND—CD—Sophie Leclair, Danielle Tardy, Elaine Delgrange—Lively French comedy—85m.—see Jan. 31 issue—(French-made)—(English titles)—(Lafayette).

FILM WITHOUT A NAME—CD—Hildegard Neff, Willy Fritsch, Hans Sohnker—Entertaining novelty import—75m.—see Nov. 22 issue—Leg.: 8—(German-made)—(English titles)—(Oxford).

FIRST FRONT—HISTD—A. Dyky, Y. Shumsky, V. Mercuriev—Import has limited appeal for Russian houses—77m.—see Apr. 25 issue—(Russian-made)—(English titles)—(Artkino).

FLAMING HEARTS—ROMD—Lillian Harvey, Esmond Knight, Dennis Hoey—Weak entry—67m.—see Oct. 25 issue—(English-made)—(Cosmopolitan).

FLESH WILL SURRENDER—D—Aldo Fabrizi, Aedeo Fabrizi, Yvonne Sanson—Emotional drama has appeal for the art houses—96m.—see Oct. 25 issue—Leg.: C—(Italian-made)—(English titles)—(Lux).

GOD NEEDS MEN—D—Pierre Fresnay, Madeleine Robinson, Daniel Gelin—Tapotch import for art and class houses—95m.—see Apr. 11 issue—(French-made)—(English titles)—(AFE).

HEADLINE—MD—Anne Crawford, David Farrar, John Stuart—Fair import—76m.—see Jan. 31 issue—(English-made)—(English Films).

HERE COME THE HUGGETS—C—Jack Warner, Kathleen Harrison, Jane Hylton—Minor English comedy for the art houses—80m.—see Jan. 17 issue—(English-made)—(Pentagon).

HIDDEN RIVER—D—Maria Felix, Fernando Isunza, Carlos Motezuma—Well made art entry—98m.—see Dec. 20 issue—(Mexican-made)—(English titles)—(Clasamohme).

HORSEMEN, THE—OD—Sergei Cur, T. Gridov, Tamara Chernova—Okeh import for the Russian houses—100m.—see Feb. 14 issue—(Russian-made)—(English titles)—(Artkino).

HUE AND CRY—MYC—Alastair Sim, Jack Warner, Valerie White—Amusing import—82m.—see Dec. 20 issue—(English-made)—(Fine Art).

INHERITANCE, THE—MD—Jean Simmons, Katina Paxinou, Derrick De Marney—Good import for the art spots—90m.—see Jan. 31 issue—(English-made)—(Fine Arts).

IT'S HARD TO BE GOOD—C—Jimmy Hanley, Anne Crawford, Raymond Huntley—Pleasing comedy is strictly for the art houses—87m.—see Jan. 3 issue—(English-made)—(Pentagon).

JACQUELINE MISBEHAVES—CD—Hugh Williams, Carla Lehmann, Joyce Howard—Fair import—see Jan. 31 issue—(English-made)—(Regal).

JOSEPH SCHMIDT STORY, THE—DMU—Joseph Schmidt, Viktor de Kowa—Okeh import for the art houses—76m.—see April 11 issue—(German-made)—(English titles)—(Arthur Davis).

LADY PANAME—SDMU—Louis Juvet, Henri Guisol, Suzy Delair—Lively French import—97m.—see Mar. 28 issue—(French-made)—(English titles)—(Discina).

L'AFFAIRE—ROMD—Claude Dauphin, Anne Vernon, Henri Guisol—Well acted import for the art houses—87m.—see Dec. 6 issue—(French-made)—(English titles)—(International Film).

LAST HOLIDAY—CD—Alec Guinness, Beatrice Campbell, Kay Walsh—Delightful import for the art spots—88m.—see Nov. 22 issue—(English-made)—(Stratford).

LAST ILLUSION, THE—MD—Fritz Kortner, Johanna Hofer, Rosemary Murphy—Art house offering has limited appeal—89m.—see April 11 issue—(German-made)—(English titles)—(Films International).

LOOK BEFORE YOU LOVE—ROMD—Margaret Lockwood, Griffith Jones, Norman Wooland—Lockwood name should help import—96m.—see Nov. 22 issue—(English-made)—(Bell).

LOVERS OF VERONA, THE—MD—Serge Reggiani, Pierre Brasseur, Anouk Aimee—Uneven entry for the class and art spots—90m.—see Mar. 28 issue—Leg.: C—(French-made)—(English titles)—(Souvaine Selective).

MAD QUEEN, THE—HISROMD—Aurora Batista, Fernando Rey, Sara Montiel—Drama may have appeal for the art houses—107m.—see Nov. 8 issue—(Spanish-made)—(English titles)—(Artkino).

MAN CONQUERS NATURE—DOC—Documentary of Soviet reforestation program—Okeh documentary is strictly for the Russian houses—55m.—see Jan. 3 issue—(Russian-made)—(English titles)—(Artkino).

MANON—ROMD—Cecile Aubrey, Michel Avelal, Serge Reggiani—Highly interesting import for the art houses—91m.—see Jan. 3 issue—Leg.: C—(French-made)—(English titles)—(Discina).

MARRIAGE OF FIGARO—OPC—Angelika Hauff, Willi Domgraf-Fassbender, Sabine Peters—Good opera picturization—87m.—see Nov. 22 issue—(German-made)—(English titles)—(Central Cinema).

MATTER OF MURDER, A—John Barry, Maureen Riscoe, Charles Clapham—Fair English meller for the lower half—52m.—see Nov. 22 issue—(English-made)—(Hoffberg).

MILL ON THE PO—MD—Carla del Poggio, Jacques Sernas, Giacomo Giuradei—Interesting drama for the art houses—96m.—(Italian-made)—(English titles)—(Lux).

MIQUETTE—F—Louis Juvet, Daniele Delorme, Bourvil—Clever French farce—83m.—see Feb. 14 issue—(French-made)—(English titles)—(Discina).

MULATO, THE—D—Renato Baldini, Umberto Spadaro, Iole Fierro—High rating import—97m.—see Nov. 22 issue—(Italian-made)—(English titles)—(Scalera).

NO ORCHIDS FOR MISS BLANDISH—MD—Jack LaRue, Hugh McDermott, Linden Travers—British meller has plenty of selling angles—92m.—see Mar. 14 issue—Leg.: C—(English-made)—(Renown).

NO PLACE FOR JENNIFER—D—Leo Genn, Bea Campbell, Rosemond John—Interesting import—90m.—see Apr. 25 issue—(English-made)—(Stratford).

ODETTE—BMD—Anna Neagle, Trevor Howard, Marius Goring—High rating import—105m.—see Jan. 31 issue—(English-made)—(Lopert).

OH, AMELIA—SC—Danielle Darrieux, Jean Desully, Andre Bervil—Comedy should appeal to the art houses—86m.—see Jan. 3 issue—(French-made)—(English titles)—(Lux).

OUR DAILY BREAD—D—Paul Bildt, Harry Hindemith, Victoria von Ballasko—Import has limited appeal—102m.—see Nov. 8 issue—(German-made)—(English titles)—(Central Cinema).

OUTRAGES OF THE ORIENT—D—Linda Estrella, Fernando Royo, Mona Lisa—Fair exploitation entry—65m.—see Mar. 29 issue—(Made in Philippine Islands)—(8ell).

OUTSIDER, THE—D—Richard Attenborough, Sheila Sim, Bernard Miles—Good English drama has limited appeal—95m.—see Nov. 22 issue—(English-made)—(Ballantine).

PANCHO VILLA RETURNS—HISD—Leo Carrillo, Esther Fernandez, Jeanette Comber—Standard outdoor drama has same exploitation angles—95m.—see Nov. 8 issue—(Mexican-made)—(English dialogue)—Hispano Continental).

PARIS 1900—DOC—Compilation depicting Parisian life from 1900-14, narrated by Monty Woolley—78m.—see Nov. 22 issue—(French-made)—(English adaptation)—(Mayer-Kingsley).

RED ANGEL, THE—SMD—Tilda Thamar, Paul Meurisse, Berval—Fair import has the angles—97m.—see Dec. 6 issue—(French-made)—(English titles)—(Spalter).

RIPTIDE—MD—Gerard Philipe, Madeleine Robinson, Jane Marken—Okeh French import—75m.—see Apr. 25 issue—(French-made)—(English titles)—(Films International).

RIVALS, THE—DOC—Interesting documentary for the Russian houses—40m.—see Apr. 25 issue—(Russian-made)—(English titles)—(Artkino).

SECRET BRIGADE, THE—D—Vladimir Druznikov, A. Khvilya, G. Glebov—Standard Russian entry—78m.—see Apr. 11 issue—(Russian-made)—(English titles)—(Artkino).

SEVEN DAYS TO NOON—D—Barry Jones, Olive Sloane, Andre Morelle—High rating thriller—93m.—see Jan. 31 issue—(English-made)—(Mayer-Kingsley).

SINNERS, THE—D—Serge Reggiani, Monique Melinand, Jean Davy—Interesting French import suffers from excessive length—107m.—see Dec. 6 issue—Leg.: C—(French-made)—(English titles)—(Lopert).

SONG OF MY HEART—OPC—Guiseppe Lugo, Ruby D'Alma, Laura Nucci—Pleasing entry for the art and specialty spots—86m.—see Jan. 17 issue—(Italian-made)—(English titles)—(Crown).

SOUVENIR—ROMD—Michele Morgan, Jean Marais, Jean Cheviere—Name draw may help—100m.—see Oct. 25 issue—(French-made)—(English titles)—(Pathe).

SYLVIE AND THE PHANTOM—CFAN—Odette Joyeux, Francois Perier, Louis Salou—Light fantasy for the art and class spots—85m.—see Oct. 25 issue—(French-made)—(English titles)—(Discina).

TALES OF HOFFMANN, THE—OP—Moira Shearer, Leonide Massine, Robert Helpmann—Beautiful production for art and class spots—134m.—see Apr. 11 issue—(English-made)—(Technicolor)—(Lopert).

THIRD TIME LUCKY—MD—Glynis Johns, Dermot Walsh, Charles Goldner—Fair import—91m.—see Oct. 11 issue—Leg.: B—(English-made)—(Pentagon).

TREASURED EARTH—D—Adam Szirtes, Agi Meszaros, Arpad Lehotay—Import has limited appeal—100m.—see Jan. 3 issue—(Made in Hungary)—(English titles)—(Artkino).

TREASURE, THE—F—Danute Szaflarska, Jerzy Duszynski, Adolph Dymyszka—Mildly amusing Polish farce—102m.—see Apr. 25 issue—(Polish-made)—(English titles)—(Pol-Ton).

TWO ORPHANS, THE—D—Valli, Maria Denis, Osvaldo Valenti—Tearful import will have to rely on femme trade—92m.—see Dec. 6 issue—(Italian-made)—(English titles)—(Globe).

UNDER SUNNY SKIES—MUC—A. Karlyev, V. Neshiplenko, G. Klicheva—Okeh musical for the Russian houses—86m.—see Jan. 17 issue—(Russian-made)—(English titles)—(Artkino).

VICTORS AND THE VANQUISHED, THE—HISTD—A. Dyky, Y. Shumsky, V. Mercuriev—Okeh entry for the Russian houses—76m.—see Apr. 25 issue—(Russian-made)—(English titles)—(Artkino).

WAYS OF LOVE—D—Sylvia Battaille, Jean Renoir, Anna Magnani, Marcel Pagnol—High rating import—121m.—see Jan. 3 issue—Leg.: C—(French and Italian-made)—(English titles)—(Burstyn).

WEINER BLUT—MUC—Willy Ritsch, Maria Hoist, Dorit Kreysler—Routine art house offering—83m.—see Mar. 28 issue—(Austrian-made)—(English titles)—(Films International).

WONDERFUL TIMES—COMP—Leading world personalities of the past 50 years—Import has the angles for the class and art spots—86m.—see May 9 issue—(German-made)—(English titles)—(Academy).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad). (Complete listings of the rest of the 1949-50 shorts product will be found on pages 2987, 2988, 2989 of The Pink Section, another regular service of EXHIBITOR. The number opposite each series designates the total announced by the company at the beginning of the season—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel					
COMEDIES					
ASSORTED AND ALL-STAR (6)					
3411	(Sept. 7)	A Blunderful Time (Clyde)	F	16 1/2m.	2943
3412	(Oct. 5)	Foy Meets Girl (Foy)	F	16 1/2m.	2964
3413	(Jan. 11)	He Flew The Shrew (Vernon-Quillan)	F	16 1/2m.	3040
3414	(Feb. 8)	Wedding Yells (Foy)	G	16m.	3040
3415	(Mar. 8)	Blonde Atom Bomb (Clyde)	F	17m.	3064
3416	(May 10)	Fun On The Run (Vernon-Quillan)			
3421	(Oct. 12)	Two Roaming Champs (Baer-Rosenbloom)	F	16 1/2m.	2964
3422	(Nov. 9)	A Slip And A Miss (Herbert)	F	16m.	2984
3423	(Dec. 21)	Innocently Guilty (Wheeler)	F	16m.	3021
3424	(Feb. 22)	Wine, Woman And Song (Baer-Rosenbloom)	F	15 1/2m.	3056
3425	(Apr. 19)	The Awful Sleuth (Wheeler)	G	16m.	
COMEDY FAVORITE RE-RELEASES (6)					
3431	(Sept. 14)	Shot In The Escape	F	19m.	2934
3432	(Nov. 16)	Free Rent	F	18 1/2m.	2958
3433	(Dec. 14)	Taming of the Snood	F	16m.	2985
3434	(Feb. 15)	The Champ's A Champ	B	19m.	3025
3435	(Apr. 12)	General Nuisance	F	17m.	3064
SERIALS (4)					
3120	(Nov. 2)	Pirates Of The High Seas	F	15ep.	2964
3140	(Feb. 15)	Overland With Kit Carson (Reissue)	G	15ep.	3012
3160	(May 31)	Roor Of The Iron Horse		15ep.	
SPECIAL (Technicolor)					
(.....)		A Day With The FBI			
THREE STOOGES (8)					
3401	(Sept. 7)	Three Hams On Rye	G	15 1/2m.	2943
3402	(Oct. 5)	Studio Stoops	F	16m.	2964
3403	(Nov. 9)	Slap Happy Sleuths	F	16m.	2984
3404	(Dec. 7)	A Snitch In Time	F	16 1/2m.	3005
3405	(Jan. 4)	Three Arabian Nuts	F	16m.	3021
3406	(Apr. 5)	Baby Sitters' Jitters	F	16m.	3040
3407	(May 3)	Don't Throw That Knife			
One Reel					
CANDID MICROPHONE (6)					
3551	(Oct. 12)	Candid Microphone—No. 1	G	11m.	2965
3552	(Dec. 14)	Candid Microphone—No. 2	G	10m.	3005
3553	(Feb. 15)	Candid Microphone—No. 3	G	10 1/2m.	3040
3554	(Apr. 12)	Candid Microphone—No. 4	F	11m.	3043
CAVALCADE OF BROADWAY (8)					
3651	(Oct. 26)	The Versailles	G	10m.	2986
3652	(Dec. 28)	The China Doll	G	11m.	3021
3653	(Mar. 29)	Havana Madrid	G	10m.	
COLOR FAVORITES (12) (Re-releases) (Technicolor)					
3601	(Sept. 7)	Happy Tots' Expedition	G	7m.	2943
3602	(Oct. 5)	Land Of Fun	G	7m.	2959
3603	(Nov. 9)	Peaceful Neighbors	E	8 1/2m.	2959
3604	(Dec. 7)	The Foolish Bunny	G	8m.	2985
3605	(Jan. 11)	Midnight Frolics	F	7 1/2m.	3005
3606	(Feb. 8)	The Carpenters	F	8m.	3028
3607	(Mar. 15)	Poor Little Butterfly	F	7m.	3043
3608	(Apr. 5)	Jitterbug Knights	F	7m.	3065
3609	(May 17)	Birds In Love		7 1/2m.	
FILM NOVELTIES (8)					
3991	(Sept. 28)	Stars Of Tomorrow "Tots and Teens"	G	10m.	2960
JOLLY FROLICS (3) (Technicolor)					
3501	(Nov. 30)	The Popcorn Story	E	6 1/2m.	2998
3502	(Jan. 25)	Gerald McBoing-Boing	E	7m.	2998
MR. MAGOO (3) (Technicolor)					
3701	(Sept. 14)	Trouble Indemnity	G	6 1/2m.	2943
3702	(Dec. 28)	Bungled Bungalow	E	6 1/2m.	3021
3703	(Apr. 25)	The Barefaced Flatfoot	E	7m.	
MUSIC TO REMEMBER (6)					
3751	(.....)	Prince Igor	G	9 1/2m.	2952
3752	(.....)	Nutcracker Suite	G	9 1/2m.	2960
3753	(.....)	Piano Concerto In 8-Flat Minor	G	10m.	2965
3754	(.....)	Peer Gynt Suite	G	9 1/2m.	2985
3755	(.....)	1812 Overture	F	11m.	2998
3756	(.....)	Swon Lake Ballet	G	10m.	3021
SCREEN SNAPSHOTS (12) (Series 30)					
3851	(Sept. 28)	30th Anniversary Special	E	11m.	2960
3852	(Oct. 19)	Fun At Shadow Mountain	G	9 1/2m.	2938
3853	(Nov. 16)	Hollywood Goes To Bat	G	10m.	2985

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
3854	(Dec. 14)	Heart Throbs of Yesterday	G	10m.	3004
3855	(Jan. 25)	Reno's Silver Spurs Awards	F	9m.	3028
3856	(Mar. 22)	Jimmy McHugh's Song Party	G	10 1/2m.	3065
3857	(Apr. 19)	Hollywood Memories	G	9m.	
3858	(May 17)	Hollywood Awards		9 1/2m.	
VARIETY FAVORITES (8) (Re-releases)					
3951	(Sept. 21)	Korn Kobbler	G	11m.	2932
3952	(Nov. 23)	Drug Store Follies	F	10 1/2m.	2958
3953	(Dec. 21)	Milt Britton and Band	B	11m.	3005
3954	(Feb. 22)	Brokers' Follies	G	11m.	3043
WORLD OF SPORTS (12)					
3801	(Sept. 28)	Snow Fiesta	G	9m.	2960
3802	(Oct. 26)	King Of The Pins	G	9m.	2986
3803	(Nov. 30)	Mat Masters	F	10m.	2998
3804	(Dec. 28)	Champion Jumpers	G	10m.	3021
3805	(Feb. 22)	Army's All American	G	10m.	3056
3806	(Mar. 22)	Quebec Sports Holiday	F	8 1/2m.	
3807	(Apr. 26)	Tennis Skills			
3808	(May 31)	Three Strikes You're Out!			
MGM					
One Reel					
CARTOONS (16) (Technicolor) (T-J—Tom and Jerry)					
W-231	(Sept. 16)	The Hollywood Bowl (T-J)	E	7m.	2932
W-232	(Sept. 30)	Garden Gopher	G	6m.	2953
W-233	(Oct. 21)	Framed Cat (T-J)	F	7m.	2952
W-234	(Nov. 4)	The Chump Champ	F	7m.	2952
W-235	(Nov. 25)	Cue Ball Cat (T-J)	G	7m.	2959
W-236	(Dec. 9)	The Peachy Cobbler	G	7m.	2975
W-237	(Jan. 6)	Casanova Cat (T-J)	F	7m.	3004
W-238	(Jan. 27)	Fresh Laid Plans	F	9m.	2998
W-239	(Feb. 10)	Cock-A-Doodle Dog	G	7m.	3022
W-240	(Mar. 3)	Jerry And The Goldfish (T-J)	E	7m.	3028
W-241	(Mar. 31)	Daredevil Droopy	G	6m.	3028
W-242	(Apr. 7)	Jerry's Cousin (T-J)	G	7m.	3028
W-243	(May 5)	Droopy's Good Deed	G	7m.	3049
W-244	(May 26)	Sleepy Time Tom (T-J)	F	7m.	3049
W-245	(.....)	Symphony In Slang	E	7m.	3056
W-246	(.....)	His Mouse-Friday (T-J)	F	7m.	3065
GOLD MEDAL REPRINT CARTOONS (6) (Technicolor)					
W-261	(Oct. 7)	Zoot Cat	E	7m.	2959
W-262	(Dec. 2)	The Early Bird Dood It	G	9m.	2975
W-263	(Feb. 24)	The Million Dollar Cat	F	7m.	2999
W-264	(Apr. 14)	The Shooting Of Dan McGoo	G	8m.	3028
W-265	(June 2)	Gallopin' Gals	E	7m.	3043
(.....)		The Bodyguard			
PEOPLE ON PARADE (8) (Technicolor)					
P-211	(Jan. 6)	Egypt Speaks	F	8m.	3013
P-212	(Feb. 3)	Voices Of Venice	G	8m.	3028
P-213	(Apr. 21)	Springtime In The Netherlands (Traveltalk)	G	9m.	3040
P-214	(Apr. 28)	Land Of The Zuider Zee (Traveltalk)	G	9m.	3040
P-215	(May 12)	A Word For The Greeks		8m.	
PETE SMITH SPECIALTIES (10)					
S-251	(Sept. 2)	Wrong Way Butch	E	10m.	2943
S-252	(Sept. 9)	Football Thrills No. 13	G	9m.	2932
S-253	(Oct. 21)	Table Toppers	G	8m.	2952
S-254	(Nov. 11)	Curious Contests	G	8m.	2985
S-255	(Dec. 16)	Wanted: One Egg	G	9m.	2986
S-256	(Feb. 17)	Sky Skiers	G	8m.	3022
S-257	(Mar. 24)	Fixin' Fool	G	8m.	3056
S-258	(Apr. 28)	Camera Sleuth	G	10m.	3056
Paramount					
Two Reel					
MUSICAL PARADE FEATURETTES (6) (Technicolor) (Reissues)					
FF10-1	(Oct. 6)	Mardi Gras	E	19m.	2931
FF10-2	(Oct. 6)	Caribbean Romance	E	19m.	2931
FF10-3	(Oct. 6)	Showboat Serenade	E	20m.	2931
FF10-4	(Oct. 6)	You Hit The Spot	G	18m.	2931
FF10-5	(Oct. 6)	Bombalera	E	19m.	2931
FF10-6	(Oct. 6)	Halfway To Heaven	G	19m.	2931
SPECIAL (1)					
T10-1	(Sept. 1)	The New Pioneers	E	20m.	2932
One Reel					
CASPER CARTOONS (6) (Technicolor)					
B10-1	(Oct. 27)	Casper's Spree Under The Sea	E	10m.	2975
B10-2	(Dec. 13)	Once Upon A Rhyme	G	8m.	3004
B10-3	(Mar. 30)	Boo Hoo Baby	G	8m.	3035
B10-4	(June 8)	To Boo Or Not To Boo			
GRANTLAND RICE SPORTLIGHTS (12)					
R10-1	(Oct. 6)	Desert Hi-Jinks	G	9m.	2986
R10-2	(Nov. 10)	Outboard Shenanigans	G	9m.	2986
R10-3	(Oct. 6)	Glacier Fishing	G	9m.	2986
R10-4	(Nov. 24)	Targets On Parade	G	10m.	3004
R10-5	(Dec. 8)	Dobbin Steps Out	F	10m.	3004
R10-6	(Dec. 29)	Top Flight Tumblers	G	9m.	3013
R10-7	(Feb. 16)	Isle Of Sport	F	10m.	3035
R10-8	(Mar. 16)	Big Little Leaguers	E	9m.	3051
R10-9	(May 11)	The Jumping Off Place			
R10-10	(May 25)	Close Decisions			
NOVELTOONS (10) (Technicolor)					
P10-1	(Nov. 10)	Voice Of The Turkey	F	6m.	2975

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P10-2	(Nov. 24)	Mice Meeting You	G	7m.	3004
P10-3	(Dec. 22)	Sock-A-Bye Kitty	G	7m.	3013
P10-4	(Jan. 12)	One Quack Mind	F	7m.	3013
P10-5	(Mar. 9)	Mice Paradise	G	7m.	3035
P10-6	(Apr. 27)	Hold The Lion Please	G	7m.	3056
P10-7	(May 4)	Land Of Lost Watches			
P10-8	(June 1)	As The Crow Lies			
PACEMAKERS (6)					
K10-1	(Oct. 20)	Just Fur Fun	E	10m.	2953
K10-2	(Oct. 27)	The City of Beautiful Girls	G	10m.	2975
K10-3	(Dec. 8)	Country Cop	G	10m.	3005
K10-4	(Feb. 2)	Music Circus	F	11m.	3035
K10-5	(Mar. 23)	Kids And Pets	G	11m.	3056
K10-6	(Apr. 13)	The Littlest Expert			
POPEYE CARTOONS (8)					
(Technicolor)					
E10-1	(Oct. 13)	Quick On The Vigor	G	7m.	2953
E10-2	(Nov. 10)	Riot In Rhythm	F	7m.	2975
E10-3	(Dec. 1)	Farmer And The Belle	G	7m.	3004
E10-4	(Jan. 26)	Vacation With Play	G	7m.	3005
E10-5	(Apr. 20)	Thrill Of Fair	G	7m.	3056
E10-6	(May 18)	Alpine For You			
E10-7	(June 6)	Double Cross Country Race			
POPEYE CHAMPIONS (4)					
(Reissues)					
Z10-1	(Oct. 6)	Her Honor The Mare	E	7m.	2953
Z10-2	(Nov. 3)	We're On Our Way To Rio	G	8m.	2959
Z10-3	(Nov. 17)	Pop-Pie A La Mode	G	8m.	2959
Z10-4	(Nov. 17)	Shape Ahoy	G	7 1/2m.	2959
SCREEN SONGS (6)					
(Technicolor)					
X10-1	(Nov. 17)	Fiesta Time	G	7m.	2985
X10-2	(Nov. 17)	Fresh Yeggs	F	8m.	2985
X10-3	(Feb. 9)	Tweet Music	G	7m.	3040
X10-4	(Apr. 20)	Drippy Mississippi	E	7m.	3056
X10-5	(May 11)	Miners Forty Niners			
THE MOVIES AND YOU					
(All Industry Shorts)					
T10-2	(Jan. 15)	The Cinematographer	E	9 1/2m.	3005
RKO					
Two Reel					
CLARK AND McCULLOUGH REISSUES (4)					
13601	(Sept. 8)	Fits In A Fiddle	F	15m.	3003
13602	(Oct. 20)	Hey, Nanny, Nanny	F	15m.	3012
13603	(Nov. 17)	Alibi Bye, Bye	G	21m.	2974
13604	(Dec. 29)	Jitters The Butler	F	20m.	3003
COMEDY SPECIALS (6)					
13401	(Sept. 22)	Waiting For Baby	G	17m.	2882
13402	(Nov. 24)	Nightclub Daze	F	16m.	2907
13403	(Jan. 19)	The Newlywed's Boarder	F	15m.	3067
13404	(Mar. 16)	Tinhorn Troubadors		16m.	
EDGAR KENNEDY REISSUES (4)					
13501	(Sept. 1)	Act Your Age	G	18m.	2958
13502	(Sept. 29)	'Tain't Legal	B	16m.	2958
13503	(Oct. 27)	Kennedy The Great	F	19m.	2974
13504	(Dec. 22)	Mutiny In The County	F	17m.	2974
LEON ERROL COMEDIES (6)					
13701	(Sept. 15)	Texas Tough Guy	F	18m.	2964
13702	(Dec. 1)	Spooky Wooky	F	15m.	2998
13703	(Jan. 26)	Chinatown Chump	F	16m.	3035
13704	(Mar. 30)	Punchy Pancho	G	16m.	3028
MY PAL (2)					
13201	(Oct. 6)	Pal, Fugitive Dog	F	21m.	2986
13202	(Feb. 16)	Pal's Gallant Journey	G	22m.	3035
SPECIALS (3)					
13001	(Sept. 29)	You Can Beat The A-Bomb	E	19 1/2m.	2958
13901	(Dec. 8)	Football Headliners of 1950	F	17m.	3012
13801	(Apr. 13)	Basketball Headliners of 1951	G	17m.	3064
THIS IS AMERICA (13)					
13101	(Sept. 15)	Pinkerton Man	F	16m.	2943
13102	(Oct. 15)	Seven Cities Of Washington	G	15m.	2986
13103	(Nov. 10)	Whereabouts Unknown	E	15m.	2998
13104	(Dec. 9)	Letter To A Rebel (Reissue)	G	16m.	2974
13105	(Dec. 5)	Airlines To Anywhere	G	16m.	3028
13106	(Feb. 2)	Lone Star Roundup	G	15m.	3056
13107	(Mar. 2)	Cruise Ship	G	16m.	3056
13108	(Mar. 30)	Day Of The Fight	E	16m.	3067
13109	(.....)	The MacArthur Story	G	16m.	3064
TRUE-LIFE ADVENTURES (1)					
(Technicolor)					
(.....)		Nature's Half Acre			
One Reel					
SCREENLINERS (13)					
14201	(Sept. 8)	It's Only Muscle	G	9m.	2938
14202	(Oct. 6)	Fairest Of The Finest	G	8m.	2963
14203	(Nov. 3)	The Big Appetite	G	9m.	2986
14204	(Dec. 1)	Package Of Rhythm	G	10m.	3013
14205	(Dec. 29)	Research Ranch	F	8m.	3013
14206	(Jan. 26)	Movie Oldies	G	9m.	3035
14207	(Feb. 23)	Life Guard	G	8 1/2m.	3051
14208	(Mar. 23)	Flying Padre	G	9m.	3067
SPORTSCOPES (13)					
14301	(Sept. 22)	Crocodile Hunters	F	9m.	2960
14302	(Oct. 20)	Football's Mighty Mustang	F	8m.	2975
14303	(Nov. 17)	Diving Dynasty	F	8m.	3004
14304	(Dec. 15)	Connie Mack	F	8m.	2975
14305	(Jan. 12)	Canadian Snow Fun	G	8m.	3035
14306	(Feb. 9)	Big House Rodeo			
14307	(Mar. 9)	The Big Shoot	G	8m.	3059
14308	(Apr. 6)	Slammin' Sammy Snead	G	9m.	3067

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THE MOVIES AND YOU (All-Industry Shorts)						SPORTS REVIEWS (12) (I—Technicolor)						Universal-International					
14801	(Sept. 13)	The Costume Designer	E	9m. 2769		3001	(Jan.)	Skiing Is Believing	G	9m. 2779			(Dec. 31)	Cherished Melodies	G	9 1/2m. 2814	
WALT DISNEY CARTOONS (18) (Technicolor)						3002	(Feb.)	From Jib To Topsail	F	8 1/2m. 2770			(Jan. 27)	Southern A Capella	G	8m. 2814	
(D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro; S—Special)						3003	(May)	Diving Maniacs	G	9m. 2884			(Mar. 17)	Memorable Gems	F	8 1/2m. 2820	
14101	(Sept. 1)	Hook, Lion And Sinker(D)	G	7m. 2965		3004	(May)	Shooting The Salmon Rapids	G	10m. 2839			(Mar. 25)	The Tradition	G	8 1/2m. 2814	
14102	(Sept. 22)	Camp Dog (P)	G	7m. 2965		3005	(July)	Winning Form	F	10m. 2915			(Apr. 14)	Tunes That Live	F	9m. 2820	
14103	(Oct. 13)	Bee At The Beach (D)	F	7m. 2974		3006	(June)	Action With Rod And Reel	G	10m. 2850			(May 12)	Glory Filled Spirituals	F	10m. 2820	
14104	(Nov. 3)	Hold That Pose (G)	G	7m. 2998		3007	(Sept.)	Bowlers' Fair	B	8m. 2915			(June 9)	Highlights Of Long Ago	F	9m. 2889	
14105	(Nov. 24)	Morris The Midget				3008	(Sept.)	Football Pay-Off Plays	G	10m. 2965			(July 14)	Long Remembrances	F	8m. 2889	
		Moose (S)	G	8m. 2938		3009	(Oct.)	Circus On The Campus	G	10m. 2965			(Aug. 11)	Folklore	F	8m. 2889	
14106	(Dec. 15)	Out On A Limb (D)	G	7m. 3013		3010	(Nov.)	Tee Girls	G	10m. 2965			(Sept. 15)	The Moods	F	8 1/2m. 3021	
14107	(Jan. 5)	Lion Down (G)	G	7m. 3013		3051	(Mar.)	Frolic In Sports (1950-51)	G	8m. 2806		NAME BAND MUSICALS (13)					
14108	(Jan. 19)	Chicken In The Rough	G	7m. 3035		3101	(Jan.)	Arrow Artistry	F	9m. 3056		6201	(Nov. 8)	The Harmonicats and Miguelito Valdes Orchestra	F	15m. 2998	
14109	(Feb. 9)	Cold Storage (P)	E	7m. 3040		3102	(Mar.)	Let's Go Marlin Fishing (T)	G	10m. 3065		6302	(Dec. 20)	Jerry Gray and the Band of Today	G	15m. 2999	
14110	(Mar. 2)	Dude Duck (D)	F	7m. 3056		TERRYTOONS (20) (Technicolor)						6303	(Jan. 3)	Sugar Chile Robinson, Billie Holiday, Count Basie and His Sextet	G	15m. 3035	
14111	(Mar. 23)	Homemade Home (G)	F	7m. 3065		5001	(Jan.)	Comic Book Land	G	7m. 2779		6304	(Jan. 31)	Frankie Carle and His Orchestra	G	15m. 3028	
14112	(Apr. 6)	Corn Chips (D)	G	7m. 3064		5002	(Feb.)	The Talking Magpies In The Fox Hunt	F	7m. 2784		6305	(Feb. 28)	Ray Anthony And His Orchestra	F	15m. 3040	
14113	(Apr. 21)	Cold War (S)				5003	(Mar.)	Victor The Volunteer In Better Late Than Never	G	7m. 2785		6306	(Mar. 28)	Tex Williams' Western Varieties	G	15m. 3049	
WALT DISNEY REISSUES (6) (Technicolor)						5004	(Mar.)	Mighty Mouse In Anti-Cats	F	7m. 2806		6307	(May 2)	Frank De Val and his Orchestra	E	15m.	
14701	(Oct. 27)	The Moth And The Flame	E	8m. 2975		5005	(Apr.)	Aesops Fable Foiling The Fox	F	7m. 2839		6308	(May 23)	Eddie Peabody and Sonny Burke's Orchestra	G	15m.	
14702	(Dec. 29)	Donald's Golf Game	E	8m. 2985		5006	(Apr.)	Dinky In The Beauty Shop	F	7m. 2839		SPECIALS (2)					
14703	(Feb. 23)	Merbabies	E	9m. 2985		5007	(May)	The Talking Magpies In A Merry Chase	F	7m. 2839		6201	(Nov. 8)	Fun At The Zoo	G	18m. 2932	
14704	(Apr. 20)	The Practical Pig	E	8m. 2985		5008	(May)	Dream Walking	G	7m. 2850		One Reel					
14705	(July 6)	Polar Trappers	E	8m. 2985		5009	(June)	Mighty Mouse In Law And Order	F	6 1/2m. 2915		CARTOON MELODIES (8)					
14706	(Aug. 24)	The Old Mill	E	9m. 2985		5010	(July)	The Red Headed Monkey	F	7m. 2883		6381	(Nov. 20)	Brother John	F	9m. 2999	
Republic SERIALS (4)						5011	(July)	Dingbat In All This And Rabbit Stew	F	7m. 2883		6382	(Jan. 22)	Peggy, Peg, and Polly	F	8m. 2999	
5081	(Dec. 23)	Desperadoes Of The West	G	12ep. 2934		5012	(Aug.)	The Dog Show	F	7m. 2883		6383	(Mar. 19)	Lower The Boom	G	10m. 3028	
5082	(Mar. 17)	Flying Disc Men From Mars	G	12ep. 2974		5013	(Aug.)	The Talking Magpies In King Tut's Tomb	G	7m. 2839		6384	(May 7)	Bubbles Of Song	F	10m.	
5083	(June 9)	Perils Of The Darkest Jungle (Reissue)	F	12ep. 3012		5014	(Sept.)	Little Roquefort In Cat Happy	F	7m. 2907		VARIETY VIEWS (8)					
5084	(.....)	Don Daredevil Rides Again	F	12ep.		5015	(Sept.)	If Cats Could Sing	F	6 1/2m. 2915		6341	(Jan. 22)	Battle Of The Bulge	F	9m. 3021	
THIS WORLD OF OURS (6) (Tricolor)						5016	(Oct.)	Little Roquefort In Mouse And Garden	F	6 1/2m. 2932		6342	(Feb. 19)	Brooklyn Goes To Beantown	F	9m. 3028	
4975	(Mar. 15)	Norway	G	9m. 2806		5017	(Oct.)	Mighty Mouse In Beauty On The Beach	G	7m. 2932		6343	(Mar. 5)	Springboard To Fame	G	9m. 3049	
4976	(June 1)	Denmark	G	9m. 2890		5018	(Nov.)	Gandy Goose In Wide Open Spaces	G	7m. 2965		6344	(Apr. 30)	Hickory Holiday	G	9m.	
4977	(July 15)	Glacier National Park	G	9 1/2m. 2915		5019	(Dec.)	Dingbat In Sour Grapes	G	7m. 2965		6345	(May 21)	Finny Business	F	9m.	
4978	(Aug. 30)	Sweden	G	9m. 2932		5020	(Dec.)	Mighty Mouse In Mother Goose's Birthday Party	G	7m. 2965		WALTER LANTZ CARTUNES (13) (Reissues) (Technicolor)					
4979	(Oct. 15)	France	E	10m. 2965		5101	(Jan.)	The Talking Magpies In Rival Romeos	F	7m. 2965		6321	(Nov. 6)	Life Begins For Andy Panda	G	7m. 2985	
4980	(Nov. 30)	Holland	G	9m. 2986		5102	(Jan.)	Nutsy In Squirrel Crazy	G	7m. 3021		6322	(Dec. 4)	Three Lazy Mice	G	7m. 2999	
(1950-51)						5103	(Feb.)	Little Roquefort In Three Is A Crowd	G	7m. 3021		6323	(Dec. 25)	Chew Chew Baby	F	7m. 3012	
5071	(Jan. 15)	London	F	9m. 3013		5104	(Feb.)	Woodman Spare That Tree	F	6 1/2m. 3013		6324	(Jan. 15)	Dippy Diplomat	B	7m. 3021	
5072	(Feb. 15)	Portugal	G	9 1/2m. 3040		5105	(Mar.)	Half Pint In Stage Struck	F	7m. 3021		6325	(Feb. 12)	The Adventures Of Tom Thumb, Jr.	G	7m. 3043	
5703	(Mar. 15)	Spain		9m.		5106	(Mar.)	Super Mouse In Sunny Italy	G	7m. 3021		6326	(Mar. 19)	Woody Dines Out	F	7m. 3035	
5704	(Apr. 15)	England		9m.		5107	(Mar.)	Gandy Goose In Songs Of Erin	G	7m. 3021		6327	(Apr. 23)	Andy Panda Goes Fishing	G	7m.	
20th Century-Fox						5108	(Apr.)	The Talking Magpies In Bulldozing The Bull	F	6m. 3040		6328	(May 14)	Springtime Serenade			
Three Reel						5109	(Apr.)	Gandy Goose In Spring Fever	F	6 1/2m. 3051		6329	(June 18)	Jungle Jive			
7101	(Jan.)	Why Korea?	E	30m. 3012		5110	(May)	Mighty Mouse in Goons From The Moon	G	7m. 3065		6330	(July 16)	Who's Cookin' Who			
Two Reel						5111	(May)	Little Roquefort in Musical Madness	F	7m. 3056		6331	(Aug. 20)	Pied Piper Of Basin Street			
THE MARCH OF TIME (8) (Vol. 16)						5112	(June)	Half Pint in Elephant Mouse	G	7m. 3065		6332	(Sept. 17)	100 Pygmies And Andy Panda			
(Feb.)		No. 1—Mid Century: Half Way To Where?	E	17m. 2798		5113	(June)	The Talking Magpies in The Rainmakers	G	7m. 3065		6333	(Oct. 15)	The Fox And The Rabbit			
(Mar.)		No. 2—The Male Look	G	16m. 2819		5114	(June)	Mighty Mouse In Injun Trouble		7m.		WOODY WOODPECKER CARTOONS (6) (Technicolor)					
(Apr.)		No. 3—Where's The Fire?	E	19m. 2850		5115	(July)	Little Roquefort In Seasick Sailors		7m.		6351	(Jan. 22)	Puny Express	E	7m. 3035	
(May)		No. 4—Beauty At Work	E	17m. 2874		5116	(July)	The Terry Bears In Tall Timber		7m.		6352	(Mar. 26)	Sleep Happy	F	7m. 3049	
(Aug.)		No. 5—As Russia Sees It	G	16m. 2914		5117	(Aug.)	Aesops Fables: Golden Egg Goose		7m.		6353	(May 28)	Wicket Wacky		7m.	
(Sept.)		No. 6—The Gathering Storm	F	17m. 2952		5118	(Aug.)	Mighty Mouse In A Swiss Miss		7m.		Warners					
(Nov.)		No. 7—Schools On The March	G	18m. 2974		(Reissues) (4)						Two Reel					
(Dec.)		No. 8—Tito—New Ally?	E	18m. 3003		5021	(Jan.)	Mississippi Swing	G	7m. 2784		SPECIALS (8) (Technicolor)					
(Feb.)		No. 1—Strategy For Victory	G	17 1/2m. 3028		5022	(Feb.)	What Happens At Night	G	7m. 2785		7001	(July 29)	Wish You Were Here	G	20m. 2988	
(Mar.)		No. 2—Flight Plan For Freedom	E	18 1/2m. 3049		5023	(May)	Orphan Duck	G	7m. 2839		7002	(Nov. 4)	Royal Rodeo	G	14 1/2m. 2964	
(Apr.)		No. 3—The Nation's Mental Health				5024	(June)	Just A Little Bull	F	7m. 2839		7003	(Dec. 23)	The Wanderer's Return	E	16m. 3005	
SPECIAL						(1951) (4)						7004	(Feb. 17)	My Country 'Tis Of Thee	G	15m. 3028	
7903	(.....)	Draughtsman Of Dreams	G	16 1/2m. 2850		5127	(Jan.)	Lucky Duck	G	7m. 3013		7005	(Mar. 17)	The Neighbor Next Door	G	20m. 3049	
One Reel						5128	(Feb.)	The Bird Tower	G	7m. 3012		7006	(May 5)	Stranger In The Lighthouse			
LEW LEHR (2) (Re-releases)						5129	(Apr.)	Shipyard Symphony	E	6m. 3043		FEATURETTES (6)					
9001	(Aug.)	Monkeys Is The Cwaziest People	G	9m. 2915		5130	(May)	Temperamental Lion	F	7m.		7101	(Sept. 9)	Wagon Wheels West	F	20m. 2943	
9002	(Aug.)	Monkey Doodle Dandies	G	9m. 2915		THE MOVIES AND YOU (All-Industry Shorts)						7102	(Nov. 18)	Barber Shop Ballads	E	19m. 2974	
MOVIETONE ADVENTURES (Technicolor)						9701	(Nov. 1 '49)	The Art Director	E	8m. 2735		7103	(Jan. 27)	Ace Of Clubs	G	16m. 3028	
2051	(Apr.)	Pattern Of Progress	G	8m. 2806		9702	(Nov										

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7721	(Feb. 10)	Rabbit Every Monday	F	7m. 3021	
7722	(Mar. 10)	Bunny Hugged	F	7m. 3056	
7723	(Apr. 14)	Fair-Haired Hare	G	7m. 3056	
7724	(May 19)	Rabbit Fire			
HIT PARADE OF GAY NINETIES (8)					
7801	(Oct. 7)	When Grandpa Was A Boy	F	9m. 2959	
7802	(Dec. 16)	The Old Family Album	F	9m. 3013	
7803	(Feb. 10)	The Naughty 20's			
7804	(Feb. 10)	Childhood Days	G	10m. 3049	
7805	(Apr. 28)	In Old New York			
JOE McDOAKES COMEDIES (6)					
7401	(Sept. 23)	So You Want A Raise	G	10m. 2953	
7402	(Dec. 2)	So You're Going To Have An Operation	F	10m. 2975	
7403	(Jan. 13)	So You Want To Be A Handyman	F	10m. 2999	
7404	(Apr. 14)	Sa You Want To Be A Cowboy	G	10m. 3056	
MERRIE MELODIES (18)					
(Technicolor)					
7701	(Oct. 21)	Stooge For A Mouse	G	7m. 2959	
7702	(Oct. 28)	Pop 'Im Pop!	F	7m. 2960	
7703	(Nov. 25)	Caveman Inkl	G	7m. 2965	
7704	(Dec. 2)	Dog Collared	F	7m. 2985	
7705	(Dec. 30)	Two's A Crowd	G	7m. 3013	
7706	(Jan. 20)	A Fox In A Fix	F	9m. 3013	
7707	(Feb. 3)	Canned Feud	G	7m. 3028	
7708	(Feb. 24)	Putty Tat Trouble	G	7m. 3021	
7709	(Mar. 3)	Corn Plastered	G	7m. 3040	
7710	(Mar. 24)	Scent-imental Romeo	G	7m. 3040	
7711	(Apr. 7)	A Bone For A Bone	F	7m. 3056	
7712	(Apr. 28)	A Hound For Trouble	G	7m. 3065	
7713	(May 12)	Early To Bet	G	7m.	
SPORTS PARADE (10)					
(Technicolor)					
7501	(Dec. 9)	Wild Water Champions	G	15m. 2975	
7502	(Sept. 2)	Grandad Of Races	G	10m. 2943	
7503	(Oct. 21)	Paddle Your Own Canoe	G	10m. 2953	
7504	(Jan. 13)	Ski In The Sky	F	9m. 3005	
7505	(Feb. 24)	The Will To Win	F	10m. 3035	
7506	(Apr. 7)	Rocky Eden	G	10m. 3056	
7507	(May 12)	Hawaiian Sports			
THE MOVIES AND YOU					
(All Industry Shorts)					
(Mar.)		The Film Director	E	9m. 3051	
VITAPHONE NOVELTIES (8)					
7601	(Oct. 14)	Slap Happy	F	10m. 2953	
7602	(Nov. 25)	Those Who Dance	F	8 1/2m. 2965	
7603	(Dec. 30)	Blaze Busters	G	10m. 3013	
7604	(Jan. 20)	Animal Antics	F	9m. 3028	
7605	(Mar. 10)	Horse-Hide Heroes	G	10m. 3056	
7606	(Apr. 21)	Anything For Laughs	F	10m. 3065	
Miscellaneous					
		An Island—Japan (United World)	G	21m. 2938	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
		Animal Theatre, The (Artkino)	G	37m. 3012	
		Artek (Artkino)	G	18m. 3028	
		As Old As The Hills (Brit. Inf. Serv.) (Technicolor)	G	10m. 3021	
		Beautiful Blue Danube Waltz, The (Hoffberg)	G	12 1/2m. 3066	
		Caucasian Reserves (Artkino)	F	10m. 3031	
		Ceiling Of The Sistine Chapel, The (Lux)	G	9m. 3066	
		Cheers For Chubby (Metropolitan Life)	G	8m.	
		City In Siege (Nat. Film Board of Canada)	G	16m. 3043	
		Composers In Clay (Canton-Weiner)	E	17m. 2985	
		Carol Wonderland (Austrian News and Info. Bureau)	F	25m. 3005	
		Dangerous Waters (Technicolor) (Jam Handy)	F	9m. 3005	
		Earthquake In Equador (UN)	G	15m. 2974	
		Feathered Fishes (Austrian News and Info. Bureau)	G	15m. 3005	
		First Forty Days, The (U. S. Army)	G	25m. 3013	
		Flying Saucer Mystery, The (Telenews)	F	10m. 2985	
		4 Songs By 4 Gentlemen (Nat. Film Board of Canada)	F	7m. 3066	
		Gardens Of Old England (Brit. Inf. Serv.)	G	10m. 3022	
		Genius Of Turner, The (Lux)	F	10m. 3066	
		Grandma Moses (AF Films)	E	22m. 2974	
		Hollywood Ten, The (Contemporary) (No Rating)		15m. 2938	
		Hunting With Bow And Arrow (Cornell)	E	17m. 3021	
		Irish Melody (Bell)	G	36m. 3005	
		Killers Of The Deep (Astor)	B	22m. 3028	
		Lincoln's Gettysburg Address (AFE)	E	11m. 3059	
		Loves Of Franistan, The (Canton-Weiner)	G	7m. 3028	
		Mare About Me (Canton-Weiner)	G	7m. 2986	
		Mystery Of Leonard Da Vinci, The (Lux)	G	8m. 3066	
		Of Human Rights (UN)	G	21 1/2m. 2974	
		On Stage Everybody (NSS)	E	9 1/2m. 2938	
		Partner Perkins (Technicolor) (NSS)	G	10 1/2m. 2959	
		Pattern For Survival (Kodachrome) (Cornell) (16mm. and 35mm.)	E	20m. 2986	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
		Polkas By Johann Strauss (Hoffberg)	G	12 1/2m. 3066	
		Rodin (Canton-Weiner)	E	21m. 3021	
		Russian Ballet and Folk Music (Artkina)	G	11m. 2960	
		Salzburg Fiesta (Hoffberg)	G	12 1/2m. 3066	
		Scenes From Rigoletto (Artkino)	F	10m. 3056	
		Science In The Orchestra (Brit. Inf. Serv.)	E	34m. 3066	
		Serenade (Ambassador)	G	10m. 3005	
		Singers Of Israel (Central Cinema)	G	10m. 3028	
		Song Of The Prairie (Official Films)	F	18m. 3043	
		Strauss Festival (Films International)	E	5m. 3051	
		Struggle For Oil, The (Brit. Inf. Serv.)	G	22m. 2999	
		Tales From The Vienna Woods (Hyperion)	E	10m. 3005	
		Tarantelle (Technicolor) (Nemeth)	F	5m. 3021	
		Tiepolo Skies (Lux)	F	5m. 3066	
		Touch Of The Shamrock, A (Bell)	F	28m. 3005	
		Trip Through Space, A (Hoffberg)	F	12m. 3056	
		Traaping The Colors (BIS)	F	11m. 2986	
		Tryptych (Technicolor) (Lux)	E	15m. 3066	
		Unfinished Symphony United Nations Screen Magazine—No. 5 (UN)	G	10m. 3067	
		United Nations Screen Magazine—No. 6 (UN)	G	10m. 3067	
		United Nations Screen Magazine—No. 8 (UN)	G	10m. 3067	
		(Hyperion)	G	10m. 3005	
		Vienna Blood (Hyperion)	G	10m. 3005	
		Village Tale, The (Canton-Weiner)	E	35m. 3013	
		What's The Name Of That Song? (Dorety)	F	18 1/2m. 2986	
		You Can Change The World (The Christophers)	G	20m. 3021	
		Young Pioneers (Artkino)	G	10m. 3066	

The Movies And You

(All-Industry Shorts)					
(Nov.)		The Screen Writer (20th-Fox)	E	9 1/2m. 2965	
(Mar. '51)		The Film Director (Warners)	E	9m. 3051	
(Sept. 13)		The Costume Designer (RKO)	E	9m. 2769	
(Jan. 15)		The Cinematographer (Paramount)	E	9 1/2m. 3005	

THE NATIONAL RELEASE DATE GUIDE

Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

COLUMBIA	LIPPERT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
APRIL Valentino A. Dexter, E. Parker, P. Medina (Technicolor) Fury Of The Congo J. Weissmuller, S. Moreland Flame Of Stamboul R. Denning, L. Ferraday Whirlwind G. Aubry, S. Burnette, G. Davis King Of The Wild Horses W. Jonney, D. Appleby, Rex (Re-release)	APRIL Danger Zone H. Beaumont, E. Brophy, P. Blake	APRIL The Great Caruso M. Lanza, A. Blyth, D. Kirsten (Technicolor) Father's Little Dividend S. Tracy, E. Taylor, J. Bennett, D. Taylor Soldiers Three S. Granger, W. Pidgion, D. Niven, G. Gynt	APRIL Canyon Raiders W. Wilson, F. Knight, P. Coates Ghost Chasers L. Gorcey, H. Hall, J. Kayne	APRIL Molly, G. Berg, P. Loeb, E. Mintz Quebec J. Barrymore, Jr., C. Calvet, P. Knowles (Technicolor) (Made in Canada) The Lemon Drop Kid B. Hope, M. Maxwell, L. Nolan	APRIL Kon-Tiki (Documentary of raft voyage in Pacific) The Thing M. Sheridan, J. Arness, S. Creighton My Forbidden Past R. Mitchum, A. Gardner, M. Douglas	APRIL Thunder In God's Country, W R. Allen, M. E. Kay, B. Ebsen Bullfighter And The Lady R. Stack, J. Page, G. Roland (Made in Mexico) Fighting Coast Guard B. Donlevy, E. Roines, F. Tucker	APRIL Of Men And Music (All-Star) You're In The Navy Now G. Cooper, J. Greer I Can Get It For You Wholesale S. Hayward, D. Dailey Fourteen Hours P. Douglas, R. Basehart, B. Bel Geddes Kefauver Investigation	APRIL The Scarf J. Ireland, M. McCambridge, (Goldsmith- Allen) Queen For A Day P. Avery, D. McGavin, (Stillman) The Man From Planet X R. Clark, M. Field, R. Bond (Corwin)	APRIL Ma And Pa Kettle Back On The Farm M. Main, P. Kilbride Up Front D. Wayne, T. Ewell, J. Lynn, M. Berti Double Crossbones D. O'Connor, H. Carter (Technicolor)	APRIL Raton Pass D. Morgan, P. Neal, S. Cochran Only The Valiant G. Peck, B. Peyton, W. Bond
MAY Santa Fe R. Scott, J. Carter, J. Courtland (Technicolor) Smuggler's Gold C. Mitchell, A. Blake, C. B. Reed Snake River Desperadoes, W C. Starrett, S. Burnette Her First Romance M. O'Brien, A. Martin, Jr. The Brave Bulls M. Ferrer, Miroslavo When The Redskins Rode J. Hall, M. Castle (Supercinacolor)	MAY Roaring City H. Beaumont, R. Travis, J. Valerie Kentucky Jubilee J. Colonna, J. Porter, J. Ellison Pier 23 H. Beaumont, A. Savage, E. Brophy, R. Travis	MAY The Painted Hills Lassie, P. Kelly, G. Grey (Technicolor) Go For Broke V. Johnson, W. Anderson Home Town Story J. Lynn, M. Reynolds, D. Crisp According To Mrs. Hoyle S. Byington, T. Chandler, S. Chase Nevada Badmen, W W. Wilson, F. Knight, P. Coates	MAY Blazing Bullets, W J. M. Brown, L. Hall, M. Healey Cavalry Scout R. Cameron, J. Davis, A. Long (Cinacolor) According To Mrs. Hoyle S. Byington, T. Chandler, S. Chase Nevada Badmen, W W. Wilson, F. Knight, P. Coates	MAY Appointment With Danger A. Ladd, P. Calvert, P. Stewart The Last Outpost R. Reagan, R. Fleming, B. Bennett (Technicolor) Ace In The Hole K. Douglas, J. Sterling, P. Hall	MAY Tokyo File 212 F. Marley, R. Peyton (Made in Japan) Sealed Cargo D. Andrews, C. Belenda, C. Rains Hard, Fast And Beautiful C. Trevor, R. Clarke, S. Forrest	MAY Wells Fargo Gunmaster, W A. Lane, M. E. Kay Honeychile J. Canova, E. Foy, Jr. Buckaroo Sheriff Of Texas, W M. Chapin, E. Janssen In Old Amarillo R. Rogers, P. Edwards Fugitive Lady J. Paige, B. Barnes, E. Ciannelli Million Dollar Pursuit P. Edwards, S. Flogg	MAY Follow The Sun G. Ford, A. Baxter, D. O'Keefe, J. Havoc Rawhide T. Power, S. Hayward, H. Marlowe On The Riviera D. Kaye, G. Tierney, C. Calvet (Technicolor) Half Angel J. Cotten, L. Young (Technicolor)	MAY New Mexico L. Ayres, M. Maxwell, (Anso-color) Try And Get Me F. Lovejoy, K. Ryan, (Stillman) The First Legion C. Boyer, B. Rush (Sirk) The Prowler V. Heflin, E. Keyes (Eagle) Volcano A. Magnani, R. Brozzi (Italian-made) (ELC) Odette A. Neagle (English-made)	MAY Katie Did It M. Stevens, A. Blyth, C. Stevens The Fat Man J. Smart, J. London, R. Hudson Smuggler's Island J. Chandler, E. Keyes, P. Friend (Technicolor) Little Ballerina Y. Marsh, M. Chopmon, D. Richards (English-mc.de)	MAY I Was A Communist For The F.B.I F. Lovejoy, D. Hart Goodbye My Fancy J. Crawford, F. Lovejoy, E. Arden, R. Young
JUNE Little Big Horn J. Ireland, L. Bridges, M. Windsor Mr. Imperium L. Turner, E. Pinzo (Technicolor) No Questions Asked B. Sullivan, A. Dohl, G. Murphy Excuse My Dust R. Skelton, S. Forrest, M. Carey (Technicolor)	JUNE The People We Love R. Milland, J. Hodiak, N. Davis Mr. Imperium L. Turner, E. Pinzo (Technicolor) No Questions Asked B. Sullivan, A. Dohl, G. Murphy Excuse My Dust R. Skelton, S. Forrest, M. Carey (Technicolor)	JUNE Casa Manana R. Clarke, V. Welles Father Takes The Air R. Wolburn, M. McClure, G. Gray Montana Desperado, W J. M. Brown	JUNE Dear Brat M. Freeman, B. DeWolfe, E. Arnold	JUNE Jungle Headhunters Documentary of Amazon expedition (Technicolor)	JUNE House On Telegraph Hill R. Basehart, V. Cortesa, W. Lundigan The Guy Who Came Back L. Dornell, P. Douglas, J. Bennett As Young As You Feel M. Woolley, T. Ritter, D. Wayne, J. Peters	JUNE The Hoodlum L. Tierney, A. Roberts (ELC) Two Gals J. Paige, R. Aldo (ELC) Fabiola M. Morgan (Levey) (Italian-made) The Man With My Face B. Nelson, C. Matthews (Gardner) Three Steps North L. Bridges (Wilder) St. Benny The Dip D. Haymes, N. Foch (Donziger)	JUNE Apache Drums S. McNally, C. Gray, W. Parker (Technicolor) The Ho'lywood Story R. Conte, J. Adams, H. Hull The Browning Version M. Redgrove, J. Kent (English-made) Strangers On A Train F. Granger, R. Roman, R. Walker	JUNE Along The Great Divide K. Douglas, V. Mayo, W. Brennan Inside The Wall's Of Folsom Prison D. Brian, S. Cochran, J. Wrae		

HOLIDAYS

May 13—Mother's Day
May 30—Memorial Day
June 14—Flag Day
June 17—Father's Day

ALLIED ARTISTS

May—I Was An American Spy—A. Dvorka, G. Evans, D. Kennedy

REALART

Apr.—Phantom Of Paris—M. Montez, P. Knowles
Werewolf Of London—H. Hull, V. Hobson
May—Confessions Of A Model—D. Darrieux, L. Hayward, D. Foithanks, Jr.

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